

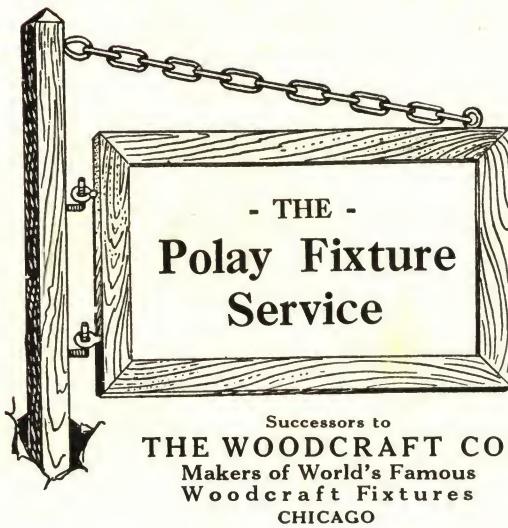


The World's Finest
Window Display Fixtures

— · —
POLAY
FIXTURE SERVICE

CHICAGO ILLINOIS

The Clever Window Catches the ~~Wimpy~~ Dollar.



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THE POLAY FIXTURE SERVICE

POLAY FIXTURE SERVICE

Originators, Designers and Manufacturers of
The World's Famous

POLAY WINDOW DISPLAY FIXTURES

Factory and Offices
926 Fulton Street

Display Rooms—615 Medinah Bldg.

CHICAGO, U. S. A.

“The Clever Window Catches the Nimble Dollar”

"Just Between Ourselves"

WE HOPE this short preface catches your eye before you look through this catalog, for this reason. As the heading states, this little chat is intended to be "just between ourselves," with you as the user of **Polay Fixtures** and we as the designers and manufacturers.

THIS is **not** the ordinary type of fixture catalog. It is a book that stands absolutely alone in its field, for it is not alone a complete merchandising book but also an educative and instructive work in that it portrays what the fixtures are, how they are to be used and how they appear when trimmed with merchandise.

THIS is strictly an idea catalog as well as a sales book. Any merchant can glean from it scores of practical, useful, remunerative business getting ideas for trims. We have spent many months of time in designing a series of entirely new fixtures — practical fixtures that combine beauty as well as versatility of usefulness. They are shown in this new book.

YOU can place your faith in the intrinsic value of all **Polay Fixtures**, for they are the handiwork of the foremost fixture designer of America, Mr. D. A. Polay, whose clever originality has been admitted and complimented by hundreds of successful concerns.

POLAY FIXTURES are **ALL** this book says of them and more. We ask you to buy them with that understanding. We ask you to make use of this book in fullest measure. Hand it to your trimmer. Let him get ideas. Keep it always where you can put your hand on it.

AND just between ourselves—we say to you that if you want ideas in any form for your windows, interiors, etc., write us and do so often. We offer **Polay Service** as well as **better fixtures** and our goods, besides being far superior, cost you **less money** than any fixtures on earth. Certainly, your orders will have our conscientious care and expert attention.

Respectfully submitted,

POLAY FIXTURE SERVICE.

REMEMBER—"The clever window catches the nimble dollar."

Instructions In Ordering

WE make three standard heights in all goods, so when ordering be sure to state which size is desired—either 12-inch, 18-inch or 24-inch.

Be sure to order by number and state the exact size of the fixtures desired. Also state heights in cases where pedestals are ordered. All goods are carefully packed for shipping without extra charge and are delivered f. o. b. Chicago, Ill. All fixtures are shipped knocked down, to secure the best transportation rates. All shipments under 50 pounds are shipped by express unless otherwise ordered. Larger shipments by freight. Our responsibility ceases when the goods are delivered to the carrier.

Just a Word About Finishes

WE carry in stock three standard finishes—black and white mission effect, early English mission effect, and fumed and brown oak. These finishes will harmonize with any back—ground. We can match any finish, such as mahogany, light oak, natural oak, golden oak, either in the dull rubbed or polish finish; in fact, any finish to match your woodwork. Sample of finish must be sent us. All special finishes add 10 per cent. to the price of the goods.

A Word About the Use of Plush

THE most up-to-date concerns in the country are now using plush in window displays and we advise it strongly as it adds "class" and tone, and a certain richness impossible without it. We have all the new popular shades in the richest and most gorgeous hues of Green, Ruby, Purple, Brown and Grey.

A Word About Valance Drapes

THE leading stores and smart shops are all using the latest Valance Drapes for the top of the windows to hide the show window lights and to add refinement and tone to the appearance. We are sole American Agents for one of the finest lines of Valances made. All exclusive pat-

terns of exquisite design. We are prepared to furnish these Valance drapes in all lengths and all widths. They are made in Silks-linens-Etamines-crashes-silksatin effects in many rich tones. We make them special with your initials or monograms as desired. Send pencil sketch of your window spaces or send widths and lengths desired and we will send you samples and quote you prices. You will be surprised at the wonderful beauty and improvement these Valance drapes will make in your windows. Send for samples.

Terms, Prices, Etc.

ALL accounts are due when the goods are received. Remittance should be made by draft payable at Chicago, Ill., to the POLAY FIXTURE SERVICE, Medinah Building.

THE POLAY FIXTURE SERVICE

Factory and Offices, 926 Fulton Street
Factory Phone Haymarket 5472

Down Town Display Rooms, 615 Medinah Building
Down Town Phone Wabash 1623

CHICAGO, U. S. A.



Unit No. 1, Trimmed

1—No. 504 Plateau. Ornamented, satin finish, removable top slab, French legs; size 18x18 top, 12 in. high.....\$10.00
 3—No. 506 Collar Stands. Ornamented, tapered; 12 in., 18 in. and 24 in. high. Ea. \$2 6.00
 Complete set..... 16.00
Made in gold, silver and old ivory finishes.



Unit No. 3, Trimmed

1—No. 504 Plateau. Ornamented, satin finish, removable top slab, French legs; size 18x18 top, 18 in. high.....\$11.00
 1—No. 506 Collar Stand. Ornamented, tapered; 12 in. high..... 2.00
 1—No. 601 Shirt Stand. Bust form effect, ornamented, tapered..... 2.50
 1—No. 301 Hosiery Form. New model, wood 1.25
 Complete set..... 16.75
Made in gold, silver and old ivory finishes.

ON this page we show Mr. Polay's latest and greatest achievement, the stunning new ornamented gold and silver satin finish fixtures.

Since the introduction of these exquisite fixtures, there has been such a demand for them that we have increased the line and now offer plateaux and stands to match. A group of these trimmed with your merchandise will give you the most beautiful effect you can possibly imagine. Description of fixtures, prices and finishes, quoted underneath each unit.



Unit No. 1, Untrimmed

Shows the fixtures used in Trim No. 1. Note the arrangement of the stands. Also shows the clever method of using plush for drape effects.



Unit No. 2, Trimmed

1—No. 504 Plateau. Ornamented, satin finish, removable top slab, French legs; size 18x18 top, 8 in. high.....\$ 9.00
 2—No. 506 Collar Stands. Ornamented, tapered; 18 in. and 24 in. high. Each, \$2.00.
 1—No. 508 Cane Holder. Single, ornamented, with adjustable screw..... 1.00
 Complete set..... 14.00
Made in gold, silver and old ivory finishes.



Unit No. 4, Untrimmed Plateau

No. 504 Plateau. Ornamented, satin finish, removable top slab; for plush drapes:
 Floor size, 4 in. high..... \$ 8.00
 Floor size, 8 in. high..... 9.00
 Floor size, 12 in. high..... 10.00
 Floor size, 18 in. high..... 11.00
 Floor size, 24 in. high..... 13.00
 Cane Holder. Ornamented, made with set screw for canes or umbrellas..... 1.00

THESSE ornamented gold and silver plateaux come in 8-inch, 12-inch and 18-inch heights and have removable slab allowing the use of plush drapes which lend a very handsome and elegant color scheme. The wood carved effect raises from $\frac{1}{4}$ -inch to $\frac{1}{2}$ -inch off the surface. If you want supreme elegance, these fixtures will accomplish it with rare beauty.



Unit No. 5, Trimmed

1—No. 504 Plateau. Ornamented, satin finish, removable top slab, French legs; size 18x18 top—12 in. high.....	\$10.00
3—No. 506 Hat Stands. Cup top, tapered standard; 12 in., 18 in. and 24 in. high. Each, \$2.00.....	6.00
Complete set.....	16.00
<i>Made in gold, silver and old ivory finishes.</i>	



Unit No. 7, Trimmed

1—No. 504 Plateau. Ornamented, satin finish, removable top slab, French legs; size 18x18 top—12 in. high.....	\$10.00
3—No. 507 Hat Stands. Cup top, tapered standard; 12 in., 18 in. and 24 in. high. Each, \$2.00.....	6.00
Complete set.....	16.00

Made in gold, silver and old ivory finishes.

THIS page is devoted to the display of hat trims, and the versatility of these plateaux can be immediately seen. Although the tops are exactly the same dimensions (18 in. x 18 in.) the difference in the height of the French legs allows a graduated effect from the back of the window to the front. The cut in the lower right corner shows the arrangement of the stands upon the plateaux, and the plush effect drape, without the merchandise. Any number of exquisite effects will suggest themselves by studying this unit. Descriptions of fixtures, prices and finishes quoted underneath each unit.



Unit No. 8, Trimmed

1—No. 504 Plateau. Ornamented, satin finish, removable top slab, French legs; size 18x18 top—18 in. high.....	\$11.00
2—No. 507 Hat Stands. Cup top, tapered standard; 18 in. and 24 in. high. Each \$2.00.....	4.00
1—No. 508 Cane Holder. Single, ornamented, with adjustable screw.....	1.00
Complete set.....	15.00

Made in gold, silver and old ivory finishes.

B EING heavily lacquered, these gold and silver satin finishes will never lose their original exquisite richness, and with care will last a lifetime. Any merchant who seeks refinement and exclusiveness in his window trims will find these new plateaux and stands supreme in their beauty producing effect.



Unit No. 6, Trimmed

1—No. 504 Plateau. Ornamented, satin finish, removable top slab, French legs; size 18x18 top—8 in. high.....	\$ 9.00
3—No. 507 Hat Stands. Cup top, tapered standard; 12 in., 18 in. and 24 in. high. Each, \$2.00.....	6.00
Complete set.....	15.00

Made in gold, silver and old ivory finishes.



Unit No. 6, Untrimmed

Shows the fixtures used in Trim No. 6. Note the arrangement of the stands, also the clever method of using plush for drape effects.

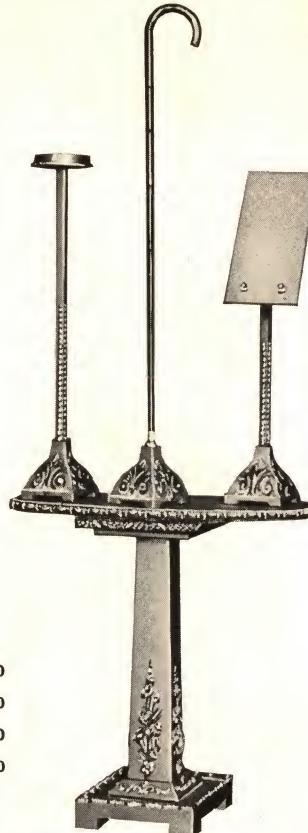
ANOTHER of Polay's latest achievements is this series of beautiful new DeLuxe fixtures. Included are pedestals, slabs and stands as the illustrations show. They are exquisitely ornamented with wood carvings and finished in that rich gold and silver satin effect. Description of fixtures, and prices and finishes, quoted underneath each item.



No. 506 Ornamented Satin Finish Collar and Neckwear Stands. Tapered standard:

No. 506 Size, base 5x5, 12 in. high....	\$ 2.00
No. 506 Size, base 6x6, 18 in. high....	2.00
No. 506 Size, base 6x6, 24 in. high....	2.25
No. 506 Size, base 6x6, 30 in. high....	2.25

Made in Gold, Silver and Old Ivory Finishes



No. 521 Ornamented Satin Finish Collar and Neckwear Stands.

DeLuxe base:

No. 521 Size, base 5x5, 12 in. high....	\$ 2.00
No. 521 Size, base 5x5, 18 in. high....	2.00
No. 521 Size, base 5x5, 24 in. high....	2.00
No. 521 Size, base 5x5, 30 in. high....	2.00

Made in Gold, Silver and Old Ivory Finishes



No. 507 Ornamented Satin Finish Hat or Millinery Stands. Tapered standard:

No. 507 Size, base 5x5, 12 in. high....	\$ 2.00
No. 507 Size, base 6x6, 18 in. high....	2.00
No. 507 Size, base 6x6, 24 in. high....	2.25
No. 507 Size, base 7x7, 30 in. high....	2.50

Made in Gold, Silver and Old Ivory Finishes



No. 505 Ornamented Satin Finish Haberdasher, Shirt and Box Goods Display. Tapered standard, tilting top:

No. 505 Size, base 5x5, 12 in. high....	\$ 2.50
No. 505 Size, base 6x6, 18 in. high....	2.50
No. 505 Size, base 6x6, 24 in. high....	3.00
No. 505 Size, base 7x7, 30 in. high....	3.00

Made in Gold, Silver and Old Ivory Finishes

No. 517 Ornamented Shirt and Box Goods Haberdasher. DeLuxe base, tops made tilting:

No. 517 Size, base 5x5, 12 in. high....	\$ 2.50
No. 517 Size, base 5x5, 18 in. high....	2.50
No. 517 Size, base 5x5, 24 in. high....	3.00
No. 517 Size, base 5x5, 30 in. high....	3.00

Made in Gold, Silver and Old Ivory Finishes

No. 519 Ornamented Satin Finish Cane Holder. DeLuxe base, single adjustable screw.... \$ 1.50
Made in Gold, Silver and Old Ivory Finishes

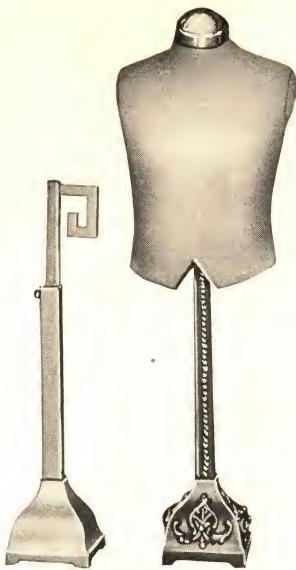
No. 531 Ornamented Satin Finish Slab. Oval shape; size 14x26.... \$ 3.50
Made in Gold, Silver and Old Ivory Finishes

No. 530 Ornamented Satin Finish Pedestal. Massive tapered post; size 12x12 top, 12x12 bottom:

No. 530 12 in. high....	\$10.00
No. 530 18 in. high....	12.00
No. 530 24 in. high....	14.00
No. 530 30 in. high....	16.00

Made in Gold, Silver and Old Ivory Finishes

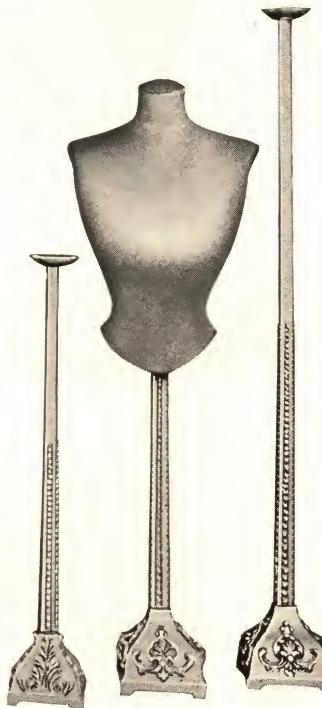
THE Unit shown in the center of this page, consisting of one collar stand, one shirt stand, one cane holder, one oval slab and one pedestal, size 24 inches high.
Complete set.....\$23.00
Made in Gold, Silver or Old Ivory Finishes



No. 515 Cane Top Clothing Stand.
DeLuxe base, made in special
finishes. No ornaments..... \$4.00
Made in gold, silver and old ivory finishes

No. 513 Ornamented DeLuxe Base
Coat Form. Made with new
flange, allowing adjustment for
suit or overcoat trim. New
model form. Size 36..... \$7.00
Made in gold, silver and old ivory finishes

THE demand for Polay's ornamented gold and silver DeLuxe fixtures has been so large that we have added a new series to our already large line. In this line we show Cane top clothing stands, Bust form stands, DeLuxe clothing easels, Ladies' waist form and the new DeLuxe millinery stands. The decorations are from the Louis VII period and are very elaborate, being in the gold and silver satin effect finishes. Description and prices quoted underneath each item.



No. 510 Ornamented Millinery Stands. DeLuxe base,
tapered standard:
No. 510 Size, base 5x5—16 in. high \$2.25
No. 510 Size, base 6x6—22 in. high 2.50
No. 510 Size, base 6x6—28 in. high 2.50
No. 510 Size, base 6x6—34 in. high 3.00

Made in gold, silver and old ivory finishes

No. 511 Ornamented Waist Form. DeLuxe base,
adjustable 24 in. to 48 in. Size 36 only..... \$8.00

*Made in gold, silver and old ivory finishes,
pink or white satin covered*



No. 514 Ornamented New Modern
Style Clothing Easel. Louis VII
design, for floor or pedestal
clothing drapes; 32 in. high... \$7.00
Made in gold, silver and old ivory finishes

If you want to give your windows a rich distinction and tone that no other store has, order a set of Polay's Ornamented stands.

State exact height
and finish wanted.

No. 510 Ornamented Millinery Stands. DeLuxe base,
tapered standard:
No. 510 Size, base 7x7—40 in. high \$3.50
No. 510 Size, base 7x7—46 in. high 4.00
No. 510 Size, base 7x7—52 in. high 4.50
No. 510 Size, base 7x7—60 in. high 5.00

Made in gold, silver and old ivory finishes

NO fixture ever produced has ever caused such universal comment and has won such praise as Polay's New French Leg Plateaux. The biggest and best stores throughout America are using them with splendid results. For years there has been a need for just such a fixture as this and in the production of this piece of equipment a long-felt want has been filled. The plateaux are made with removable slab, allowing the draping of any colored plush as the illustrations show. Magnificent color schemes can thus be worked out for various trims of different merchandise with stunning effects.



Ornamented Gold or Silver Plateaux

No. 504D Ornamented Gold and Silver Plateaux. Satin finish; either 18x18 or 14x24 tops; 8 in. high.....\$9.00

No. 504D Ornamented Gold and Silver Plateaux. Satin finish; either 18x18 or 14x24 tops; 18 in. high.....\$11.00

No. 504D Ornamented Gold and Silver Plateaux. Satin finish; either 18x18 or 14x24 tops; 12 in. high.....\$10.00

This complete set of 3 Plateaux as illustrated above. Gold or Silver Satin Finish, \$30.00



Polay's Wood Carved Plateaux

No. 503C Wood Carved Plateaux. Floor size. 18x18 or 14x24 tops; 4 in. high. Mission finish.....\$4.00
Polish or dull rub finishes.....4.50

No. 503C Carved Plateaux. Either 18x18 or 14x24 tops; 8 in. size. Mission finish....\$5.00
Polish or dull rub.....5.50

No. 503C Wood Carved Plateaux. 18x18 or 14x24 tops; 12 in. high. Mission finish \$6.00
Polish or dull rub.....6.50

No. 503C Wood Carved Plateaux. Either 18x18 or 14x24 tops; 18 in. high. Mission finish.....\$7.00
Polish or dull rub.....7.50

This complete set of 4 Plateaux as illustrated above. Mission Oak Finish, \$22.00. Polished or Rubbed Finish, \$25.00

TRIMS such as shirtings, etc., can be made without the use of plush, as desired; and a few attempts will educate any trimmer to the many splendid advantages he can gain by the use Polay's French Leg Plateaux. These plateaux will beautify the most common looking window and will produce powerful selling displays that bring the added profits to the merchant's till. Our stock finishes are mission brown oak and black and white silver grained effect, which will harmonize with any woodwork. Prices and descriptions quoted below each plateau, giving size, height, finish and price.

MERCHANTS who want the very uncommon effects that can be secured by the use of Polay's French leg plateaux, but who do not wish to expend so much money for the ornamented gold and silver finished stands, can still have very beautiful displays by the use of these plain French leg plateaux as illustrated here below. These plateaux have the same identical removable slab to allow the draping of plush and are made up in three stock finishes: Early English mission, black and white and fumed oak, brown. Description and prices quoted underneath each item.



No. 502B Plateaux. 18x18 tops; 8
in. high. Mission finish..... \$3.00
Polish or dull rub..... 3.50

No. 502B Plateaux. 18x18 tops; 18
in. high. Mission finish..... \$4.00
Polish or dull rub..... 4.50

No. 502B Plateaux. 18x18 tops.
Floor size, Mission finish..... \$2.50
Polish or dull rub..... 3.00

No. 502B Plateau. 18x18 tops; 12
in. high. Mission finish..... \$3.50
Polish or dull rub..... 4.00

Complete Set of 4 Plateaux as illustrated above. Mission Oak Finish, \$13.00. Polished or Rubbed Finish, \$15.00



No. 501A Plateau. 14x24 tops; 8
in. high. Mission finish..... \$3.00
Polish or dull rub..... 3.50

No. 501A Plateau. 14x24 tops; 18
in. high. Mission finish..... \$4.00
Polish or dull..... 4.50

No. 501A Plateau. 14x24 tops;
floor size, Mission finish..... \$2.50
Polish or dull rub..... 3.00

No. 501A Plateau. 14x24 tops; 12
in. high. Mission finish..... \$3.50
Polish or dull rub..... 4.00

Complete Set of 4 Plateaux as illustrated above. Mission Oak Finish, \$13.00. Polished or Rubbed Finish, \$15.00

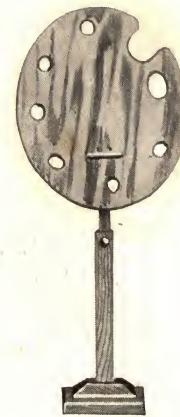


No. 308 Palette Displayer, showing stand trimmed with shirt and shirting material.

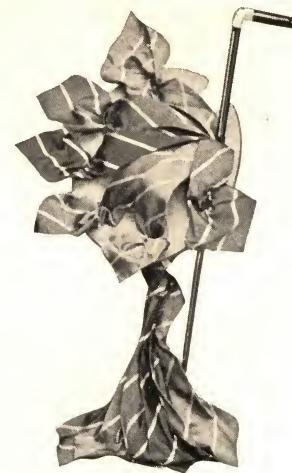


No. 308 Palette Displayer, showing gloves trimmed for a good selling display.

ON this page and on the several pages that follow we wish to call attention to the unique ideas portrayed, i.e., that of a Polay fixture (center cut) and the versatility of that fixture shown by the surrounding trims. On this page we show Polay's New Palette Easel. The center cut shows the fixture bare. The surrounding trims show the palette trimmed with four kinds of merchandise, viz: shirts, neckwear, underwear and gloves. Being made with tilting top and adjustable standard it allows for various heights and angles of display. Any trimmer with an hour's practice can study out any number of classy effects. Description and prices under the center item.



No. 308 Palette Displayer Untrimmed.
Adjustable tube standard, 12 in. to
22 in. tilting tops to any angle; 6 in.
base.
Price, each.....\$ 1.75
Price, dozen.....21.00



No. 308 Palette Displayer, showing stand trimmed with Neckwear. Should always be displayed in solid sets.



No. 308 Palette Displayer, showing stand trimmed with two-piece underwear.

WE carry these palette easels ready to ship, in fumed oak, brown, Early English mission and black and white mission. Special finishes to match your wood-work (windows or interiors) made to order. Sample of finish must be sent with order for special finishes.

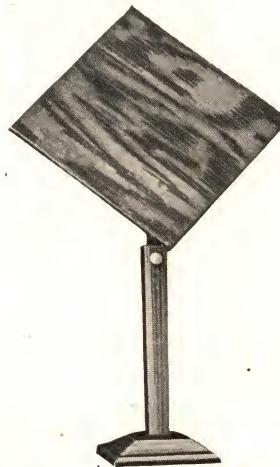


No. 307 Diamond Shirt Display, trimmed with plaited shirt and neckwear.



No. 307 Diamond Shirt Display, trimmed with hosiery.

ON this page we illustrate Polay's new diamond shirt stand, which can be used for a variety of purposes. This stand is also made with tilting top and adjustable standard allowing any height and any angle of display. This fixture (because of its tilting top) can be set perfectly flat, using it as a pedestal upon which other stands can be conveniently placed. The cuts at the corners of the page show the diamond trimmed with shirts, neckwear, hosiery and underwear and can be used for other goods as well.



No. 307 Diamond Shirt Display, untrimmed. Adjustable tube standard, 12 in. to 22 in.; tilting tops 12x12 in. to any angle; 6-inch base.
Price, each.....\$ 1.50
Price, dozen..... 18.00

IF the trimmer will study these display ideas, he can in almost no time think out a series of other very nifty ideas that are allowed by this very ingenious tilting and adjustable fixture.



No. 307 Diamond Shirt Display, trimmed with the open end four-in-hands.



No. 307 Diamond Shirt Display, trimmed with underwear; good for unions or two-piece garments.

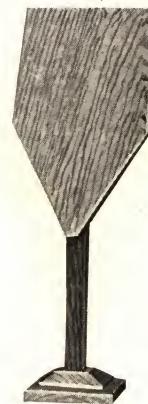


No. 303 Kite Shape Shirt Displayer
trimmed with soft plaited shirt and
neckwear display.

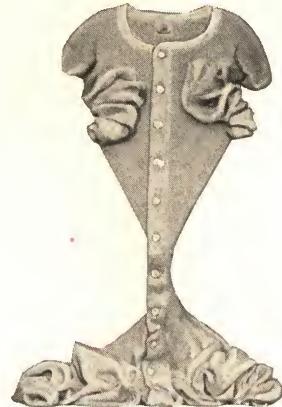


No. 303 Kite Shape Shirt Displayer,
trimmed with Sweater Coat. Takes
any kind of Knitted Garment for
display.

POPLAY'S new Kite Display Stand is the delight of all trimmers. It is a very practical fixture, one that not only allows the classiest kind of shirt trims in a variety of designs, but can be used for underwear, union suits, sweater coats or sweaters, shirts or other goods. The center cut shows the fixture bare. The surrounding cuts show the Kite, trimmed with merchandise as mentioned herein. Many other display ideas will rapidly suggest themselves to the trimmer who uses this fixture.



No. 303 Kite Shirt Displayer, **untrim-**
med. Adjustable tube standard 12
in. to 22 in. tilting top to any angle;
6-inch base.
Price, each.....\$ 1.50
Price, dozen..... 18.00



No. 303—Kite Shape Shirt Displayer,
trimmed with union suits also used
for pajama displays.



No. 303 Kite Shape Shirt Displayer,
trimmed with two-piece underwear.

WE carry these Kite stands in three stock finishes, ready to ship; viz: Fumed brown oak, Early English mission and black and white effect. If you desire any special finishes to match your window backgrounds or interiors, we will make them to order. Send sample of finish with order.



No. 601 Polay's Half-Bust Form Shirt Displayer; trimmed with union suits. The natural bust effect; without question the cleverest stand for display of union garments.



No. 601 Polay's Half-Bust Form Shirt Displayer, trimmed with pajamas. Note the silk frogs, how they show up. Fine for window display.

POLAY'S new Half Bust Form has made a tremendous hit with trimmers all over America. It's the very latest thing and it answers the purpose of a regular bust form and trims can be made with this that simply cannot be made with full forms. For example, the center cut shows the fixture untrimmed. The surrounding cuts show the half bust trimmed with union suits, pajamas, underwear and shirts. This fixture can be used in windows, show cases, ledges, etc.; takes up but little space and gives a full bust form effect. Made of papier mache and covered with white jersey. The most versatile bust form ever produced. Order a dozen.



No. 601 Polay's Half-Bust Form Shirt Displayer, untrimmed. Showing papier mache front covered with white jersey. Adjustable tube standard 12 in. to 22 in. tilting top, 6-in. base.

Price, each.....\$ 1.75
Price, dozen..... 21.00



No. 601 Polay's Half-Bust Form Shirt Displayer, for tango, mushroom and thousand plaited shirts. Wonderfully effective for window display.



No. 601 Polay's Half-Bust Form Shirt Displayer, trimmed with two-piece underwear. For displaying light weight summer or heavy winter underwear it has no equal.

THE Half Bust Form is made with tilting top and adjustable tube standard, allowing many different heights, and many angles, which must fit well and look well with both low trims and high trims. It's the one big idea that trimmers admire.



No. 503 Bust Form Displayer, three-quarter style, trimmed with plaid shirt and evening wear display—modern, effective display.



No. 503 Bust Form Displayer, three-quarter style, trimmed with union underwear. Note the full length display; will positively sell union suits.

ON this page we show Polay's new three-quarter bust form. It is the essence of practicability, for, being a little larger than the half bust form, it allows the use of trims such as shirts with fancy waist-coats, as the upper left hand corner shows. Also shirts, underwear, pajamas and other merchandise. Being a trifle deeper and a trifle longer it is the very fixture necessary for merchandise that does not require a full bust form and for which the half bust form is a little too small. Trimmers are very pleased with this new three-quarter form. Note the trims on the outside edges of this page.



No. 503 Bust Form Displayer, three-quarter style, untrimmed, showing papier mache front white jersey covered; 18 in. rigid tapered standard, tilting top, 7 in. base.

Price, each..... \$ 2.50
Price, dozen..... 30.00



No. 503 Bust Form Displayer, three-quarter style, trimmed with plaid shirt and neckwear; also used for the display of shirts with collars to match.



No. 503 Bust Form Displayer, three-quarter style, trimmed with pajamas—the first and only practical stand made for the display of this style garment.

THE three-quarter bust form is made of papier mache and covered with white jersey, the top being made a trifle low down so as to prevent it from showing when trimmed, still giving the full collar effect. Has tilting top, allowing many angles of display.



No. 405-M Vest Form, metal base, adjustable. Trimmed with fine plaited shirt, neckwear and belt display, showing three items from your department on one stand.



No. 405-M Vest Form, metal base, Adjustable. Trimmed with sweater coat. Note the full length display, also used for union suit display.

THE biggest hit in form fixtures ever designed by Polay is this New Full Vest Form as the cuts here portray. It possesses the very smart new lines that are so much sought after by clever trimmers. Gives the high chest effect to shirt and waistcoat trims. The center cut shows the full vest form bare. The surrounding trims show the form trimmed with shirts, vest and shirt combination, sweater coat and also regular coat and vest. Has either brushed brass or bronzed top, removable, brushed brass base and standard or monumental bronze finish. A thousand and one uses for this full form.



No. 405-Metal Vest Form, untrimmed. Showing perfect new model, **removable** top for plush and silk drapes; adjustable 18 to 36 in. Monumental bronze or brass finishes, base and top.
Each \$4.00

No. 405 Wood Base, made with adjustable flange tapered base....Each \$4.50

If you desire we will make this full form with wood base and adjustable standard in any finish to match your window background or interior. If special finish is desired, send sample of finish. Description and prices under center cut.



No. 405-M Vest Form, metal base, adjustable. Trimmed with full dress vest, mushroom plaited shirt and neckwear.



No. 405-M Vest Form, metal base, adjustable. Trimmed with a men's suit display. For showing the new models it has no equal.



No. 406 Men's Suit and Overcoat Form. Our new model, trimmed with a double breast garment. Note the clever plush drape and the style of the garment displayed.

**Write Us for
Suggestions and
Advice.**

**Polay Service
Offered Free to
Merchants.**



No. 406 Men's Suit and Overcoat Form. Our new model, trimmed with a suit showing the perfect back-effect for form-fitting suits and overcoats. Most stores don't show their garments this way; they ought to.



No. 406 Men's Suit and Overcoat form, untrimmed. Showing new model bust form. Cut shows the new style flange for adjusting for suit and overcoat trim. Adjustable 32-inch coat size to 60-inch for overcoats. Made with removable top, for plush and silk drapes. Made in wood bases only.

No. 406 Matched to any finish wood, oak or birch. Price, each.....\$4.50



No. 406 Men's Suit and Overcoat Form. Trimmed with a complete suit, coat, vest and pants, and the detail of the entire suit brought out clearly.



No. 406 Men's Suit and Overcoat Form. Our new model, trimmed with a full dress suit, and every detail brought out clearly. A display never before thought possible with a coat form.

**See Opposite
Page for
Complete Line
of Forms.
All are
Newest Ideas.**

ON this page we present a review of the different vest, coat and overcoat forms as illustrated and described in the preceding pages. This review is to show the different comparative heights and that you may have these forms either in wood or in brushed brass or monumental bronze. We desire to call particular attention to the removable top, which will allow the use of a plush drape and which adds much to the elegance of these displays. Prices quoted underneath each item.



No. 407-M Men's Overcoat or Suit Form, metal base, extra long standard adjusts to 60 in. high. Removable tops. Each..... \$5.50



No. 406-M Men's Coat Form, metal base. Showing plush drape, made with our new removable tops. Our best seller. For general purposes has no superior. Each.... \$4.50



No. 405-M Men's Vest Form, metal base, adjustable. Removable tops for plush drapes. Fine for displaying vests, shirts, sweater coats, union suits, pajamas, etc. Each..... \$4.00



No. 405 Men's Vest Form, **woodbase**. Our best seller. Removable tops for plush drapes. Adjustable wood standard. Made with new style flange, easy to adjust. Made in any wood finish on Oak or Birch. Each..... \$4.50



No. 406 Men's Coat Form, **woodbase**. Our best seller. Removable tops for plush drapes. Displays Tuxedo or full dress and business suits, sweaters, pajamas and other lines, useful and practical. Each.... \$4.50



No. 407 Men's Overcoat Form, extra long wooden standard and base. New style flange, easy to adjust. Removable tops for plush drapes. Fine for inside floor display, show cases, wall cases and window displays. Each... \$5.50

IN ordering any of these display forms, please be sure to order by number and state the exact finish desired. Price and description will be found underneath each item.



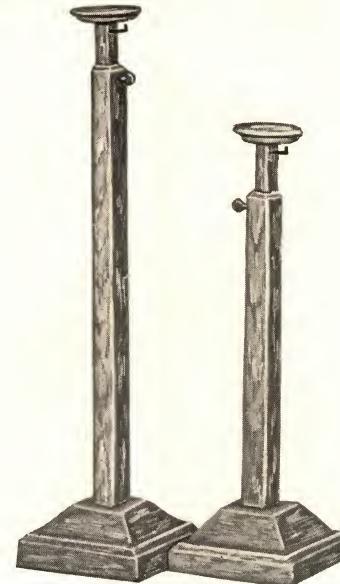
No. 343 Clothing Stand. Our leader. Adjustable, trimmed, showing stand used with a pedestal and slab to create the trim. Cup top for hat display. Adjustable, 24 in. to 51 in. Each..... \$2.00

**Our Fixtures
are made of
Select Clear
Kiln Dried
Birch or Oak**



No. 343 Clothing Stand, Cup Top. Trimmed, showing trim on floor of window. Made with our No. 343 stand and oblong slab, No. 317, size 6x18.

ON this page we illustrate Polay's latest Cup Top Clothing Stand. For ease of trimming and versatility of usage this fixture is a cracker-jack. Just note the surrounding trims at the outer edge of the page. These few ideas will give you an insight as to what can be done with this fixture. Most any trimmer no matter how lacking in variety of ideas can quickly glean from these suggestive trims any number of entirely new and effective displays. Made in two heights. One 24-inch adjustable, and one 18-inch adjustable, permitting of very low trims.



No. 343 Clothing Stand, un-trimmed. Cup top effect for hat and furnishing displays. Adjustable 18 in. to 36 in. Also 24 in. to 48 in. Used for suits, overcoats, young men's and children's clothing, also lounging coats, bath robes, smoking jackets, etc.
Price, each..... \$ 2.00
Price, dozen..... 24.00
Made to match any finish of oak or birch wood.

THIS cup top clothing stand idea is entirely original with us and it can be used on ledges, show cases, pedestals and slabs. Adjustable tube standard from suit to overcoat sizes. Description and prices quoted underneath the center cut.



No. 343 Clothing Stand, Cup Top. Trimmed on a plateau, showing the effect of suit trim with these fixtures.



No. 343 Clothing Stand, Cup Top. Trimmed with silk lined suit, showing the swell effect with a vest and cane trim.

**Keep this Book
handy you can get
many Ideas and
Suggestions for
Window Trims
from it**

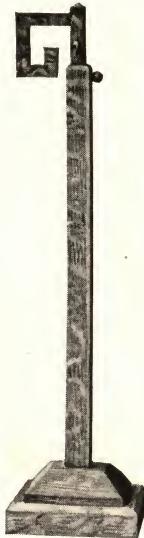


No. 606 Cane Top Clothing Stand. Trimmed on floor of window, showing clever floor drape through the aid of the cane top feature.



No. 606 Cane Top Clothing Stand. Trimmed with overcoat, showing additional neckwear trim, made with the aid of the cane top clothing stand. Adjustable 24 in. to 51 in. Each.....\$ 2.25

IN designing this effective New Cane Top Clothing Stand the idea was to allow the use of plush trims which increases the beauty of the trim fully one hundred per cent. It comes 24 inches high and is made with adjustable tube standard which allows a height of full 48 inches. You will note the extremely handsome effects are secured by the aid of plush backing, as the surrounding trims portray. It is needless for us to suggest trims for the illustrations show you how to drape the plush and with these few as starters a variety of tasty trims of rare beauty can be made. Description and prices under center cut.



No. 606 Cane Top Clothing Stand, showing the **un-trimmed** fixture. Adjustable feature for suit or overcoat display, 24 in. to 51 in.
Price, each.....\$ 2.25
Price, dozen.....27.00
Made to match any finish of Oak or Birch.

WE carry this cane top clothing stand in three stock finishes. Early English mission, brown, fumed oak and black and white effect. If special finishes are desired we will make them to order, sample of finish must accompany your order.



No. 606 Cane top Clothing Stand. Trimmed with aid of a pedestal and oval slab; showing the clever method of bringing out the plush drape.



No. 606 Cane Top Clothing Stand. Trimmed with a silk lined tuxedo suit, showing the effect obtained with the use of a cane top stand. Note the plush drape.



No. 608 New Model Clothing Easel, 32 in. high. Trimmed with suit, showing use of this fixture on the floor of show window.



No. 608 New Model Clothing Easel, 32 in. high. Trimmed with suit, showing use of this fixture with aid of one pedestal.

IN submitting the accompanying Polay Clothing Easel, particular attention is called to the magnificent effects that can be secured by the aid of the new plush drapes. This easel has many distinct features and advantages that are instantly apparent to any trimmer. It can be used on the floor for low down front trims; it can be used on pedestals; it can be used on plateaux; and without the slightest difficulty and with the least amount of time, trims of unusual elegance can be made. Study the ideas here suggested, then try a few and see how simple and easy this easel can be trimmed.



No. 608 New Model Clothing Easel, showing the untrimmed fixture. For low trims or use on top of pedestal or slab. Height 32 in., Base Spread, 24 in., Top Spread, 12 in.
Price, each.....\$ 3.50



No. 608 New Model Clothing Easel, 32 in. high. Trimmed with silk lined overcoat, showing clever plush drape.



No. 608 New Model Clothing Easel, 32 in. high. Trimmed with silk lined suit on plateau fixture, showing the clever plush drape.

THE accompanying cuts show a composite arrangement of Polay Fixtures, illustrated and described heretofore in the preceding pages. To clothiers who are at a loss to know exactly what fixtures will look best in combination we here have arranged a series of fixtures as a suggestion. The cut on the left shows the fixtures bare. The two accompanying trims to the right show the same fixtures all trimmed. These cuts will give you an exact idea of how your windows will look if you use this combination set. Just note, please, the unusually fine effect secured by the aid of plush, which we suggest to use at all times where possible. Underneath the cut to the left we quote the different fixtures in this special combination, the prices, etc. For a complete trim of highest excellence at lowest cost, this combination set hits the nail square on the head. Order a set.



Set No. 802 Trimmed with men's clothing, showing the complete suit trims. The modern way of displaying. Note how each trim is brought out and the individuality of each garment clearly shown.



Set No. 802—Untrimmed Display, showing drape of plush, and description and prices of fixtures used in trims opposite:

1—No. 501	Plateau; size 14 x 24—8 in. high.....	\$ 3.00
1—No. 501	Plateau; size 14 x 24—12 in. high.....	3.50
1—No. 501	Plateau; size 14 x 24—18 in. high.....	4.00
2—No. 343	Clothing stands. Cup tops. Each, \$2.00.....	4.00
1—No. 606	Cane Top Clothing Stand.....	2.25
1—No. 608	New Model Clothing Easel; 32 in. high.....	3.50
1—No. 406	New Model Coat Form.....	4.50
1—No. 502	Plateau; size 18 x 18—18 in. high.....	4.00
Set complete.....		28.75



Set No. 802 Trimmed with overcoat—the exact fixtures used as shown in suit trim above. Arrangement made by simply adjusting the standards for overcoat displays.

HERE is the style of modern window trimming now being used with the most astonishing results by the smartest shops in America. These two photographic trims were made especially for this book, by Mr. D. A. Polay and the idea is to show the merchants in other cities how a large quantity of merchandise is effectively displayed, without crowding and without destroying the general arrangement. Ordinarily, clothing and haberdashery trims are thrown together jumbling up the entire effect, whereas, as can be easily seen here, by the use of Polay's dividers, each line of goods is kept separate in each stall, yet the combination makes a most beautiful effect and a most powerful selling display. Photographs made from recent displays of Beachey & Lawlor, Chicago, Ill.



Section No. 1—Men's Suit Trim. Space 3x3½ ft. deep. Fixtures used as follows:

1—No. 900 Pedestal; 30 in. high.....	\$ 3.00
1—No. 323 Slab; rectangular 12x22.....	1.00
2—No. 343 Clothing Stands. Cup top.....	4.00
1—No. 900 Pedestal; 18 in. high.....	2.25
1—No. 406 Coat Form; size 36. Wood base.....	4.50
1—No. 906 Cane Holder.....	.50
1—No. 364 New Model Card Easel.....	1.00
Section complete.....	16.25

Section complete.....

Section No. 3—Full Dress and Tuxedo Display. Space 5x3½ ft. deep. Fixtures used as follows:

1—No. 900 Pedestal; 30 in. high.....	\$ 3.00
1—No. 323 Slab; rectangular shape, 12x22.....	1.00
1—No. 900 Pedestal; 18 in. high.....	2.25
1—No. 900 Pedestal; 12 in. high.....	2.00
1—No. 343 Clothing Stand. Cup top.....	2.00
3—No. 405 Vest Forms. Wood base; size 36.....	13.50
2—No. 309 Hat Stands. Cup top.....	1.50
1—No. 302 Glove Hand. Wood.....	2.00
1—No. 364 New Model Card Easel.....	1.00
Section complete.....	28.25

Section complete.....

Section No. 2—Men's Overcoat Display. Space 3x3½ ft. deep. Fixtures used as follows:

1—No. 900 Pedestal; 24 in. high.....	\$ 2.50
1—No. 900 Pedestal; 12 in. high.....	2.00
2—No. 323 Slabs; rectangular 12x22.....	2.00
1—No. 391 Collar Stand. Tapered standard; 18 in. high.....	1.00
1—No. 906 Cane Holder. New cluster shape.....	.50
2—No. 343 Clothing Stands. Cup top.....	4.00
1—No. 364 New Model Card Easel.....	1.00
Section complete.....	13.00

Section complete.....

No. 700 Complete Window Display—with 4 window dividers; size 3 ft. bottom, 4 ft. back. Each, \$10.00. Set complete—4 dividers and fixtures for above 5 sections...\$120.00

ALTHO the merchandise in these windows is being constantly changed, the arrangement of the stalls is left intact, thereby simplifying the work for the trimmer, yet enabling him to produce results that were heretofore believed impossible in the way of powerful selling displays. You will note that the above window is a clothing window. Note how perfectly the grouping of each line blends into a harmonious whole. Business Suits—Overcoats—Full Dress and Tuxedo Suits—English Walking Suits, and Auto Coats are the garments used in the above window layout.

Section No. 5—Automobile, Great Coat, Raincoat and Balamacan Display. Space 3x3½ ft. deep. Fixtures used as follows:

1—No. 900 Pedestal; 24 in. high.....	\$ 2.50
1—No. 323 Slab; rectangular shape, 12x22.....	1.00
2—No. 406 Coat Forms. New model; size 36.....	9.00
1—No. 901 Collar Stand. Adjustable, 24 in.....	1.50
1—No. 906 Cane Holder. New model.....	.50
1—No. 364 New Model Card Easel.....	1.00
Section complete.....	9.75

Section No. 4—English Walking Coat, Prince Albert and Dress Overcoat Display. Fixtures used as follows:

1—No. 900 Pedestal; 12 in. high.....	\$ 2.00
1—No. 323 Slab; rectangular shape, 12x22.....	1.00
2—No. 406 Coat Forms. New model; size 36.....	9.00
1—No. 901 Collar Stand. Adjustable, 24 in.....	1.50
1—No. 906 Cane Holder. New model.....	.50
1—No. 364 New Model Card Easel.....	1.00
Section complete.....	15.00

Section complete.....

IN this illustration we show a Beachey & Lawlor Haberdashery window. You will note the arrangement of the goods is as follows: Section 1 to the left being velour hats. Section 2 being derby hats. Section 3 being plaited shirts and knitted scarfs. Section 4 London town waistcoats. Section 5 silk ties, white shirts and wing collars. See what a stunning effect this entire window display gives. This effect is secured by the use of dividing the window into spaces or stalls and grouping each line of merchandise individually. While each line is separate and entirely distinct still the general arrangement and perfect assemblage combines to make a selling window all powerful. This style of trim can be easily and quickly made by any trimmer with the use of Polay's Dividers, as the cut shows.



Section No. 1—Soft Hat Trim. Velours and Felts. Space, $2\frac{1}{2}$ ft. long, $3\frac{1}{2}$ ft. deep.	1—No. 502 Plateau. Size 18x18, 12 in. high.....	\$ 3.50
1—No. 900 Pedestal. Size 30 in.....	1—No. 900 Pedestal. Size 30 in.....	3.00
1—No. 327 Slab. Oval shape, 12×26	1—No. 327 Slab. Oval shape, 12×26	1.25
10—No. 906 Hat Stands. Pyra- mid base, cup top. Each, 85c	10—No. 906 Hat Stands. Pyra- mid base, cup top. Each, 85c	8.50
1—No. 362 New Model Card Easel.....	1—No. 907 Cane Holder. Sin- gle, pyramid base.....	.50
1—No. 907 Cane Holder. Sin- gle, pyramid base.....	1—No. 362 New Model Card Easel.....	.50
Section complete.....	Section complete.....	17.25

Section No. 2—Hat Trim. Derbies. Space, $2\frac{1}{2}$ ft. long, $3\frac{1}{2}$ ft. deep.	1—No. 502 Plateau. Size 18x18, 12 in. high.....	\$ 3.50
1—No. 900 Pedestal. Size 30 in.....	1—No. 900 Pedestal. Size 30 in.....	3.00
1—No. 327 Slab. Oval shape, 12×26	1—No. 327 Slab. Oval shape, 12×26	1.25
10—No. 906 Hat Stands. Pyra- mid base, cup top. Each, 85c	10—No. 906 Hat Stands. Pyra- mid base, cup top. Each, 85c	8.50
1—No. 907 Cane Holder. Sin- gle, pyramid base.....	1—No. 907 Cane Holder. Sin- gle, pyramid base.....	.50
1—No. 362 New Model Card Easel.....	1—No. 362 New Model Card Easel.....	.50
Section complete.....	Section complete.....	17.25

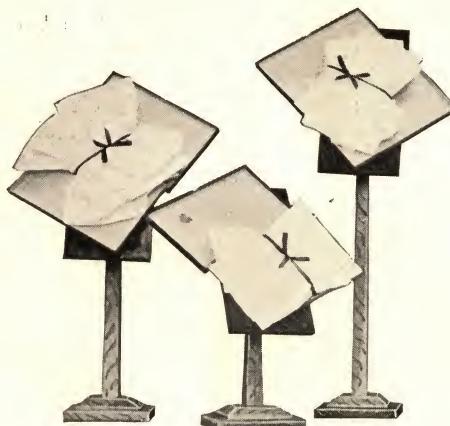
Section No. 3—Shirt and Neck- wear Trim. Space, $2\frac{1}{2}$ ft. long, $3\frac{1}{2}$ ft. deep.	1—No. 900 Pedestal. Size 30 in.....	\$ 3.00
1—No. 900 Pedestal. Size 18 in.....	1—No. 900 Pedestal. Size 18 in.....	2.25
1—No. 323 Slab. Rectangular, 12×22	1—No. 323 Slab. Rectangular, 12×22	1.00
3—No. 905 Vest Forms. New model, wood; size 36. Each \$4.50.....	3—No. 905 Vest Forms. New model, wood; size 36. Each \$4.50.....	13.50
1—No. 802 Glove Hand. Wooden.....	1—No. 802 Glove Hand. Wooden.....	2.00
3—No. 907 Cane Holder. Sin- gle, pyramid base.....	3—No. 907 Cane Holder. Sin- gle, pyramid base.....	.50
1—No. 907 Cane Holder. Sin- gle, pyramid base.....	1—No. 907 Cane Holder. Sin- gle, pyramid base.....	.50
2—No. 904 Shirt Haberdashers. Adjustable. Each, \$1.50...	2—No. 904 Shirt Haberdashers. Adjustable. Each, \$1.50...	3.00
1—No. 362 New Model Card Easel.....	1—No. 362 New Model Card Easel.....	.50
1—No. 301 Wooden Hosiery Form.....	1—No. 301 Wooden Hosiery Form.....	1.25
Section complete.....	Section complete.....	24.85

Section No. 4—Tuxedo, Vest, Shirt and Neckwear Trim:	1—No. 900 Pedestal. Size 30 in.....	\$ 3.00
1—No. 323 Slab. Rectangular, 12×22	1—No. 323 Slab. Rectangular, 12×22	1.00
1—No. 900 Pedestal. Size 18 in.....	1—No. 900 Pedestal. Size 18 in.....	2.25
3—No. 905 Vest Forms. New model, wood; size 36. Each \$4.50.....	3—No. 905 Vest Forms. New model, wood; size 36. Each \$4.50.....	13.50
1—No. 802 Glove Hand. Wooden.....	1—No. 802 Glove Hand. Wooden.....	2.00
3—No. 907 Cane Holder. Sin- gle, pyramid base.....	3—No. 907 Cane Holder. Sin- gle, pyramid base.....	.50
1—No. 907 Cane Holder. Sin- gle, pyramid base.....	1—No. 907 Cane Holder. Sin- gle, pyramid base.....	.50
2—No. 904 Shirt Haberdashers. Adjustable. Each, \$1.50...	2—No. 904 Shirt Haberdashers. Adjustable. Each, \$1.50...	3.00
1—No. 362 New Model Card Easel.....	1—No. 362 New Model Card Easel.....	.50
1—No. 301 Wooden Hosiery Form.....	1—No. 301 Wooden Hosiery Form.....	1.25
Section complete.....	Section complete.....	24.85

Section No. 5.	1—No. 900 Pedestal. Size 30 in.....	\$ 3.00
1—No. 900 Pedestal. Size 18 in.....	1—No. 900 Pedestal. Size 18 in.....	2.25
1—No. 323 Slab. Rectangular, 12×22	1—No. 323 Slab. Rectangular, 12×22	1.00
3—No. 905 Collar Stands. Pyramid base. Each 85c...	3—No. 905 Collar Stands. Pyramid base. Each 85c...	2.55
1—No. 907 Cane Holder. Sin- gle, pyramid base.....	1—No. 907 Cane Holder. Sin- gle, pyramid base.....	.50
2—No. 904 Shirt Haberdashers. Adjustable. Each, \$1.50...	2—No. 904 Shirt Haberdashers. Adjustable. Each, \$1.50...	3.00
1—No. 602 Shirt Form. New model, three-quarter bust...	1—No. 602 Shirt Form. New model, three-quarter bust...	2.75
Section complete.....	Section complete.....	15.05

Complete Window Display—above 5 sections with 4 No. 700 window dividers; size 3 ft. bottom, 4 ft. back. Each, \$10.00. Complete for entire window... \$129.00

POPLAY'S DE LUXE FIXTURES were used in both windows and in all spaces. Underneath each stall will be found complete description of the fixtures used, the number of each and the prices. You can order a complete window layout of all these fixtures, or any set you desire. Just refer to each set underneath each stall or space. The clothing window on the left is 18 feet long by $3\frac{1}{2}$ feet deep. The haberdashery window on the right is 15 feet long and $3\frac{1}{2}$ feet deep, dividing each group into sections of about 3 feet wide. This will give you an idea of how to space your windows and how to order the fixtures to fit your windows. If you wish advice or assistance in planning your windows to secure results such as we show here, just write Mr. D. A. Polay personally and he will assist you without charge.



No. 392—Shirt Haberdasher. Trimmed with boxed handkerchiefs, showing group effect of our 12-in., 18-in. and 24-in. stands—used for any boxed goods display.

See opposite page for prices of these fixtures



No. 903 Shirt Haberdasher. Trimmed with boxed underwear, showing group effect of 12-in. and 18-in. stands with one hosiery form of wood; pyramid base, tilting tops.

THIS plate shows our very new and clever and Haberdashers or Box Goods Stands as they appear when grouped into units of three, two and one. The units shown in these illustrations tell the story of unique displaying possibilities better than description. We will only add that these unit trims are several of endless hundreds that can be made by any trimmer in almost no time. That's the basic beauty of Polay Fixtures. The novelty of the effect WITHOUT WASTING ANY TIME.



Unit No. 5.	
No. 501 Plateau Trim, made with shirt haberdasher and plateau; size 14 x 24—8 inch high.	\$3.00
No. 325 Rigid Shirt Stand; 18 in. high....	1.00
No. 305 Rigid Collar Stand, 12 in. high....	.75
Complete unit.....	4.75

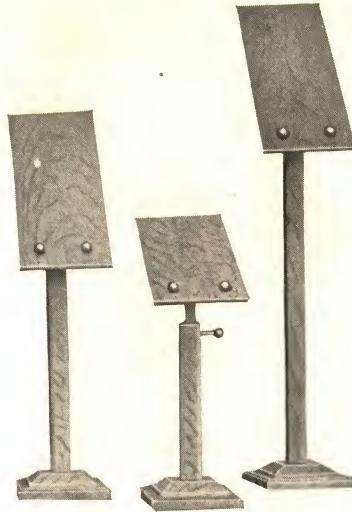
THE arrangement of the different heights allows for a wide variety of idea trims either in the combination of units or otherwise. But little time and less thought on the part of the most inexperienced trimmer will really produce some very striking and most artistic results, trims that will catch the eye and SELL THE GOODS, that's the point.



No. 325 Shirt Haberdasher. Trimmed with boxed hosiery, showing group effect of 12-in., 18-in. and 24-in. haberdasher.



No. 321 Shirt Haberdasher. Trimmed with shirt and neckwear, showing our adjustable stands with one glove hand of wood.

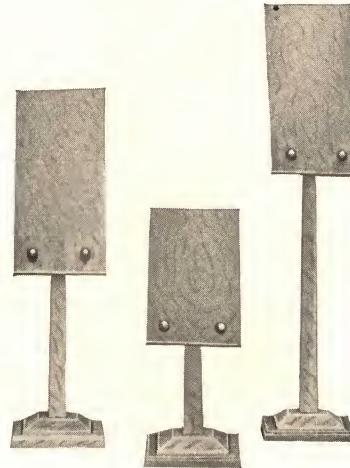


No. 321 Adjustable Haberdasher. Made with three tube standards; 12 in. adjustable to 20 in.; 18 in., adjustable to 30 in.; 24 in., adjustable to 36 in. Each... \$1.50

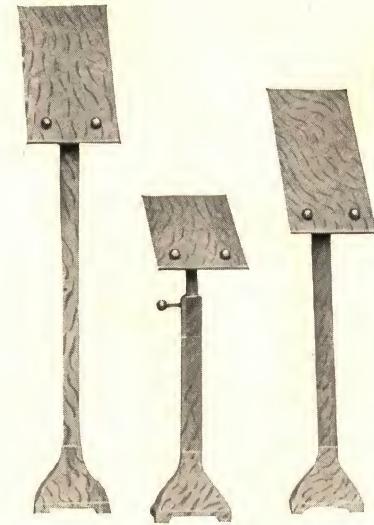


No. 325 Rigid Haberdasher. Tilting tops; made in three sizes, 12 in., 18 in. or 24 in. high. Each..... \$1.00

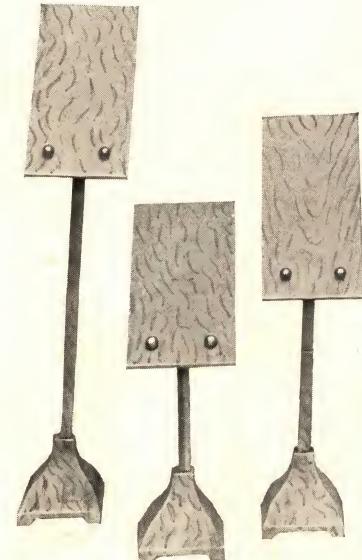
THIS plate shows the different styles of Haberdashers or Box Goods Stands made to meet every condition and every trimming requirement. All of these stands are made in three standard heights, 12, 18 and 24 inches, and each stand has the tilting top. In two units, No. 321 and No. 904, we have one adjustable tube standard. To afford a variety in novelty of bases we have made these box goods stands in the following styles: flat bases, beveled bases, de luxe pyramid bases. In ordering please order by number. Description of fixture and prices under each set.



No. 392 Rigid Haberdasher. Tapered standard, tilting tops. Made in three sizes, 12 in., 18 in. or 24 in. Each..... \$1.25

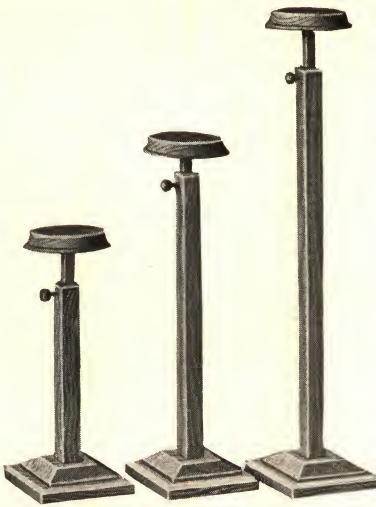


No. 904 Adjustable Pyramid Base Haberdasher. Made with three tube standards; 12 in. adjustable to 20 in.; 18 in., adjustable to 30 in.; 24 in., adjustable to 36 in. Each..... \$1.75

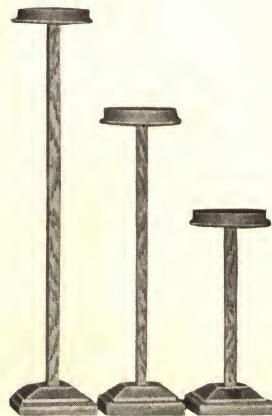


No. 903 Rigid Haberdasher. Pyramid base, tilting tops. Made in 12 in., 18 in. or 24 in. Each..... \$1.25

WE carry three stock finishes for quick delivery, viz.: early English mission, fumed oak brown, and black and white mission. All special finishes to match your woodwork windows or interiors made to order. Samples of finish must accompany order.

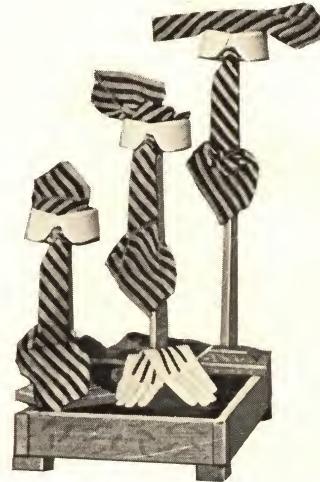


No. 306 Adjustable Collar and Neckwear Stands; 12 in., 18 in. and 24 in. adjustable to 20 in., 30 in. and 40 in. flat base; 6 in. base. Each.....\$ 1.25

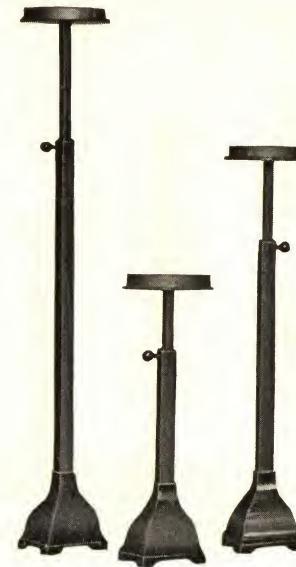


No. 305 Rigid Collar and Neckwear Stands. Three heights, 12 in., 18 in. and 24 in. Each.....\$0.75

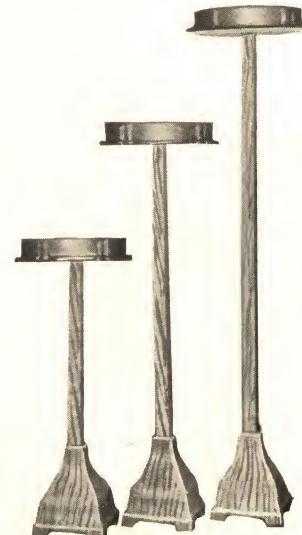
THIS plate shows five styles of Polay's latest Collar and Neckwear Stands and each style comes in three of our standard heights, viz.: 12, 18 and 24 inches. The descriptions of these stands will be found underneath each item, and from this you can see which stands are adjustable or not as the case may be. To show you how these stands appear where trimmed the center cut shows these standard heights: 12, 18 and 24 inches with goods displayed thereon.



No. 392 Tapered Collar Stands 12 in., 18 in. and 24 in. high. Price each.....\$1.00
No. 392 Three Rigid Collar and Neckwear Stands 12 in., 18 in. and 24 in. Plateau, size 14x24, floor size. Set complete.....5.50

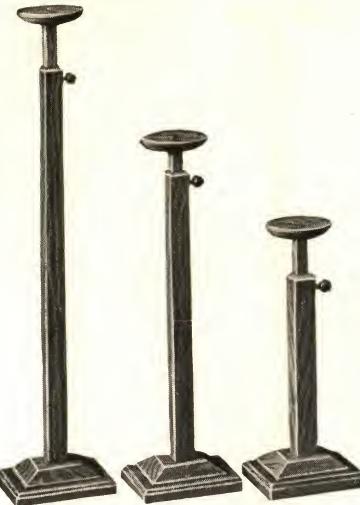


No. 901 Adjustable Collar and Neckwear Stands; 12 in., 18 in. and 24 in. adjustable to 20 in., 30 in. and 40 in. pyramid base; 5 in. base. Each.....\$1.50

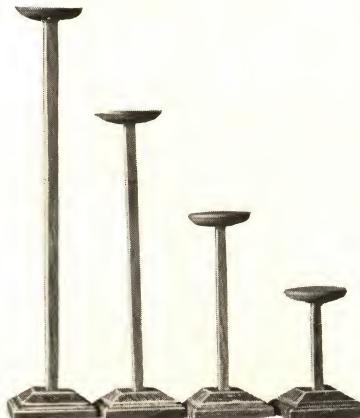


No. 905 Rigid Collar and Neckwear Stands. Three heights, Pyramid Bases, 12 in., 18 in. and 24 in. Each.....\$0.85

FOR quick shipment we carry these Collar and Neckwear Stands in three stock finishes: fumed oak, brown, early English mission and black and white mission. If you desire special finishes to match your interiors or window backgrounds, sample must accompany order. (NOTE—The plateau on which these stands are set is our No. 501-A for floor trims. Price, \$2.50.)



No. 310 Adjustable Hat Stands. Cup tops; made in three sizes, 12 in., 18 in. and 24 in., extend to 20 in., 30 in. and 40 in. Each \$1.25



No. 309 Rigid Hat Stands. Cup tops; made in five sizes, 6 in., 12 in., 18 in., 24 in. and 30 in. Each \$0.75

OUR Hat Stands are the real class not alone in design and finish but in correctness of heights for the proper display ideas—for example, we make the accompanying hat stands as illustrated in four heights, namely: 6, 12, 18 and 24 inches. Some are rigid and others are adjustable as you will note from the descriptions underneath each item. The illustration in the center shows the way our hat stands appear when trimmed. No clothier should be without a sufficient quantity of Polay Hat Stands all the time.

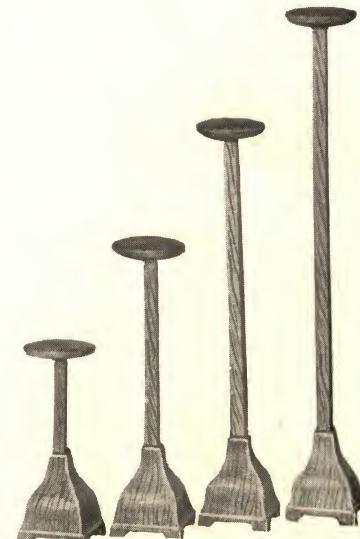


No. 391 Tapered Hat Stands. Cup tops; made in five heights, 8 in., 12 in., 18 in., 24 in. and 30 in. Each \$1.00

Complete trim, made with three No. 391 stands, 12 in., 18 in. and 24 in. and one Plateau size 18x18 top, 12 in. high.... 6.50



No. 902 Adjustable Hat Stands. Pyramid base, cup tops; made in three sizes, 12 in., 18 in. and 24 in., extend to 20 in., 30 in. and 40 in. Each \$1.50



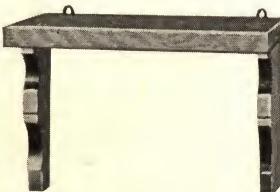
No. 906 Rigid Hat Stands. Pyramid base, cup tops; made in five sizes, 6 in., 12 in., 18 in., 24 in. and 30 in. Each.. \$0.85

FOR prompt shipment we carry three stock finishes, viz.: fumed brown oak, early English mission and black and white mission. If you desire special finishes to match your window backgrounds or interiors, sample must accompany your order. NOTE—The plateau on which these collar stands are displayed, is our No. 502-B, 12 inches high, with French legs. Has removable slab allowing handsome plush drape effect. Price, \$3.50. ■ ■ ■ ■ ■

THE immense demand for hanging shelves, because of their beauty and practicability, has led us to design and produce three sizes of shelves as illustrated. In the upper cut we show these shelves trimmed with merchandise. In the lower cut we show the shelves untrimmed. These shelves are simple and very easy to hang. We furnish brackets containing keyhole slots as the cut shows. You can place these brackets anywhere and the shelves can be placed high or low as your needs may require. To fit any window we have designed these shelves in three standard sizes: 12x22, 14x30, and 14x24 inches. For special sizes, send your special measurements. We make three standard finishes: fumed oak, brown, early English mission and the black and white mission. Special finishes made to order. Should you be in doubt how to hang shelves in your windows, simply send us the size and arrangement of your window background and panels and we will advise you.



No. 612 For neckwear display.
Trimmed with the following fixtures:
1—No. 305 Collar Stands; 1-12 in.,
1-18 in., 1-24 in. \$2.25
3—No. 612 Bracket shelf, size
12x22..... 3.50
Complete 5.75



No. 612 Bracket Shelf, hanging style. Attached to any background or panel with a small $\frac{1}{2}$ -in. screw and keyhole sockets, which are furnished with each shelf. Note illustration. Size 12x22, made with two brackets and hanging fixtures. Complete. Each..... \$ 3.00



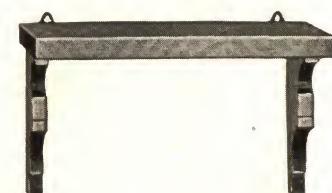
No. 616 For Shirt and Neckwear display. Trimmed with the following fixtures:
1—No. 307 Shirt Stand. Diamond shape adjustable..... \$1.50
2—No. 305 Collar Stands; 1-12 in., 1-18 in., 1-24 in. 1.50
1—No. 616 Bracket Shelf. Size 14x30 4.00
Complete 7.00



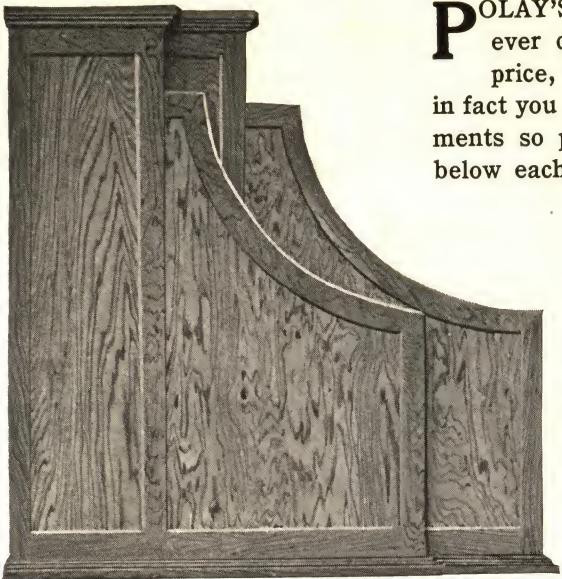
No. 616 Bracket Shelf, hanging style. Attached to any background or panel with a small $\frac{1}{2}$ -in. screw and keyhole sockets, which are furnished with each shelf. Note illustration. Size 14x30, made with two brackets and hanging fixtures. Complete. Each..... \$4.00



No. 614 For Underwear display.
Trimmed with the following fixtures:
1—No. 311 Tee Bar, rigid; 12 in... \$0.75
1—No. 301 Hosiery Form,
wooden..... 1.25
1—No. 601 Shirt Form, new model
half bust for underwear..... 1.75
1—No. 614 Bracket shelf. Size
14x24..... 3.50
Complete 7.25



No. 614 Bracket Shelf, hanging style. Attached to any background or panel with a small $\frac{1}{2}$ -in. screw and keyhole sockets, which are furnished with each shelf. Note illustration. Size 14x24, made with two brackets and hanging fixtures. Complete. Each..... \$3.50



No. 700 Window Dividers. Panel style, new model for compartment trim, slender, graceful lines; made in the following sizes:
 3 ft. bottom, 4 ft. back, mission..... \$10.00
 Polish and Dull Rub..... 11.50
 4 ft. bottom, 4 ft. back, mission..... 12.00
 Polish and Dull Rub..... 13.50
 5 ft. bottom, 4 ft. back, mission..... 14.00
 Polish and Dull Rub..... 15.50
Special sizes made to order. Prices on application.



No. 600 Window Dividers. Two-panel style our big seller and for general windows has no equal; made with three posts for additional trims; made in the following sizes:
 3 ft. bottom, 3 ft. back, mission finish.... \$ 8.00 Polish and Dull Rub..... \$ 9.50
 4 ft. bottom, 3 ft. back, mission finish.... 9.00 Polish and Dull Rub..... 10.50
 5 ft. bottom, 3 ft. back, mission finish.... 10.50 Polish and Dull Rub..... 12.00
 6 ft. bottom, 3 ft. back, mission finish.... 13.50 Polish and Dull Rub..... 15.00
Special sizes made to order. Prices on application.

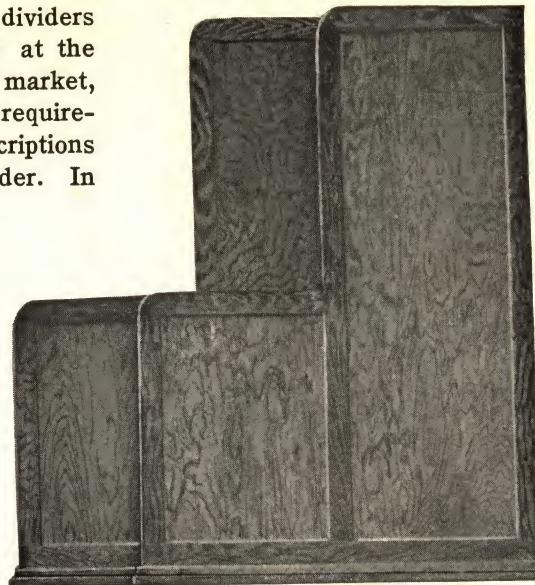
POPLAY'S DIVIDERS are without any question the finest dividers ever designed for such use. Aside from the extra value at the price, the styles are the most practical to be had on the market, in fact you can't get such classy dividers anywhere to meet your requirements so perfectly as these illustrated here below. The descriptions below each explains the heights and base lengths of each divider. In

the window trims of Beachy & Lawlor, shown on previous pages of this book, you can get an excellent idea of just how these dividers look and what splendid window sections they will make. The smartest shops are all using dividers because they are practical, allow handsomer trims and make better displays all around. Order a set for your windows.

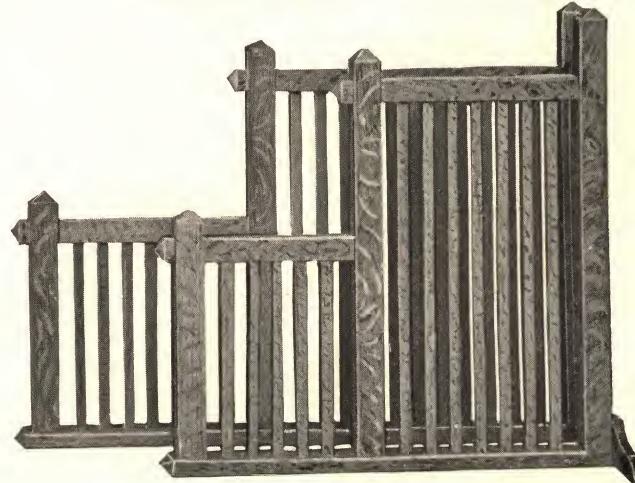
WE make three stock finishes ready to ship as follows: fumed brown oak, early English mission and black and white mission. In case you wish any special finish to match your interior window backgrounds, send sample of finish wanted with your order.

**Sectional Displays
can only be obtained
by the use of divi-
ders.**

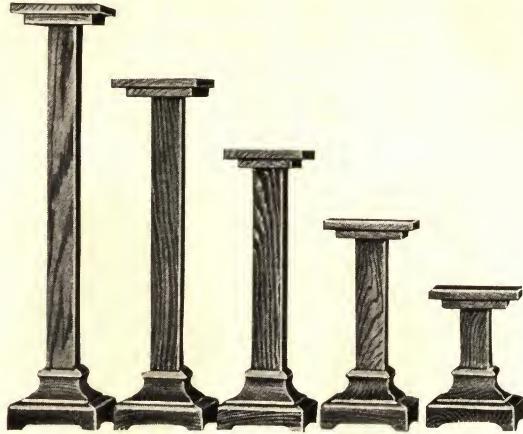
**Polay dividers will
add 50% to the value
of your windows.**



No. 800 Window Dividers. Panel style for shallow windows and Unit trims, new Model, good style and big seller; made in the following sizes:
 3 ft. bottom, 4 ft. back, mission..... \$ 9.00
 Polish and Dull Rub..... 10.50
 4 ft. bottom, 4 ft. back, mission..... 11.00
 Polish and Dull Rub..... 12.50
 5 ft. bottom, 4 ft. back, mission..... 13.50
 Polish and Dull Rub..... 15.00
Special sizes made to order. Prices on application.



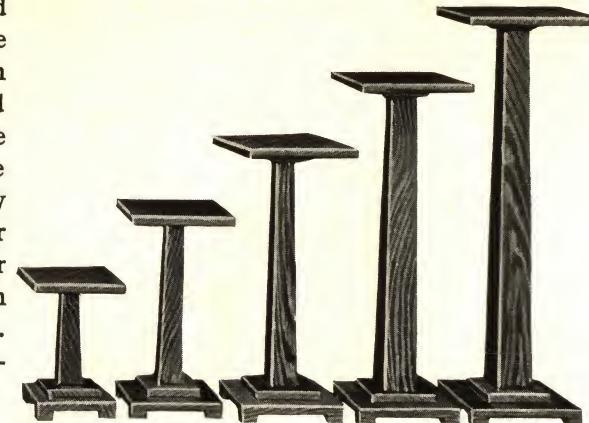
No. 500 Window Dividers. Lattice effect for general use we advise this style. Massive effect, clean, solid Post design. A high class divider at low cost. Made in the following sizes:
 3 ft. bottom, 3 ft. back, mission finish.... \$ 7.00 Polish and Dull Rub..... \$ 8.00
 4 ft. bottom, 3 ft. back, mission finish.... 8.00 Polish and Dull Rub..... 9.00
 5 ft. bottom, 3 ft. back, mission finish.... 9.00 Polish and Dull Rub..... 10.00
Special sizes made to order. Prices on application.



No. 900 DeLuxe Pedestals. A massive heavy design, tops and bottoms are screwed up and made with countersunk holes; will last a lifetime. Top and bottom, 8 x 8.

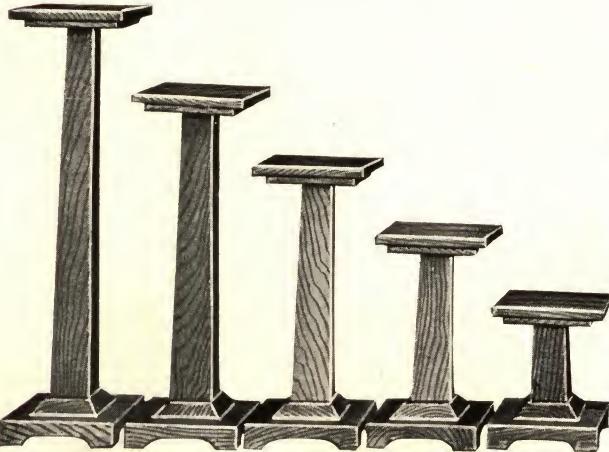
12 in. high.....	\$2.00
18 in. high.....	2.25
24 in. high.....	2.50
30 in. high.....	3.00
36 in. high.....	4.00

THE immense demand for pedestals has led us to design a very complete series of these necessary fixtures. In combination with slabs, etc., they can be used to make pyramid trims—also the graduated trims, high in the back and graduated downward towards the front of the windows. The cuts show our Polay Special, our new De Luxe, our Polay Leader and our Winner Pedestals. To give you a clear idea of sizes note the illustrations. Made in heights as follows: 12, 18, 24, 30 and 36 inches. Prices and descriptions will be found underneath each set.



No. 300 Our Leader Pedestals and best seller. A light-weight tapered post, light in weight, rich in appearance and gives satisfaction.

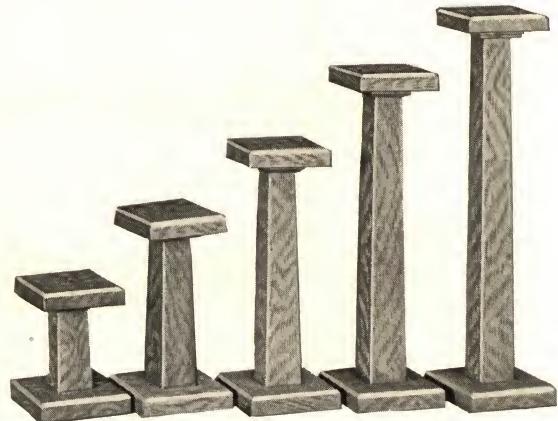
12 in. high.....	\$1.25
18 in. high.....	1.50
24 in. high.....	1.75
30 in. high.....	2.25
36 in. high.....	2.75



No. 399 Special Pedestals. A heavy pedestal for general use, made with large tops and bottoms to hold large size slabs—fine for large windows, deep windows and department store work. Tops and bottoms, 12 x 12.

12 in. high.....	\$2.50
18 in. high.....	3.00
24 in. high.....	3.50
30 in. high.....	4.00
36 in. high.....	5.00

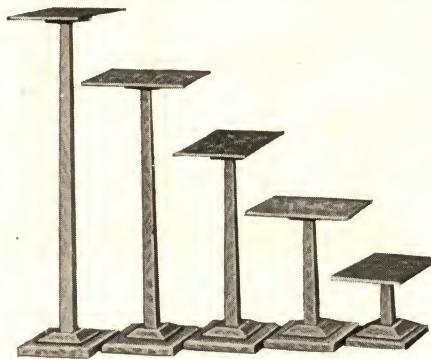
FOR quick delivery we carry in stock ready to ship three standard finishes: fumed oak, brown, early English, and the black and white mission. If you desire special finishes, sample of finish must accompany your order.



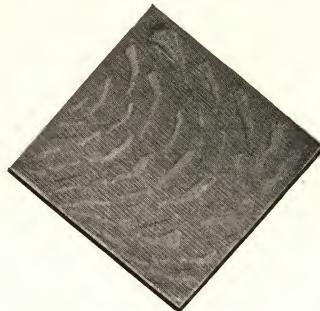
No. 200 Winner Pedestal. A narrow design and a big seller for shallow windows, interior trimming and used for show case trims. Solid post throughout. Tops and bottoms 8 x 10.

12 in. high.....	\$2.00
18 in. high.....	2.25
24 in. high.....	2.50
30 in. high.....	3.00
36 in. high.....	3.50

ON this page we show our complete line of slabs and small pedestals for special display use. For example, in the lower left hand corner we show how the slabs can be placed on the pedestals. By using the different heights you can get a fine graduated effect trim upon which many articles can be displayed to splendid advantage. The pedestals are made in different heights: 6 in., 12 in., 18 in., 24 in. and 30 in. Also these pedestals can be used for other trims by placing merchandise or other fixtures thereon. The slabs are made in the following shapes, and are heavy and handsome. Oval, round, square, diamond shape, wide oblong and narrow oblong shapes. Descriptions and prices found underneath each item.



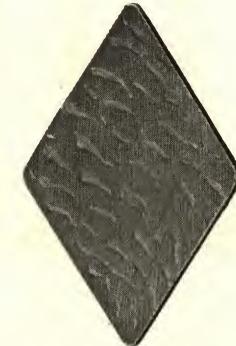
No. 326 Haberdashers, rigid. Most practical fixture we list for any known line of merchandise. Made in 6-in., 12-in., 18-in., 24-in. and 30-in. heights. Each.....\$1.00



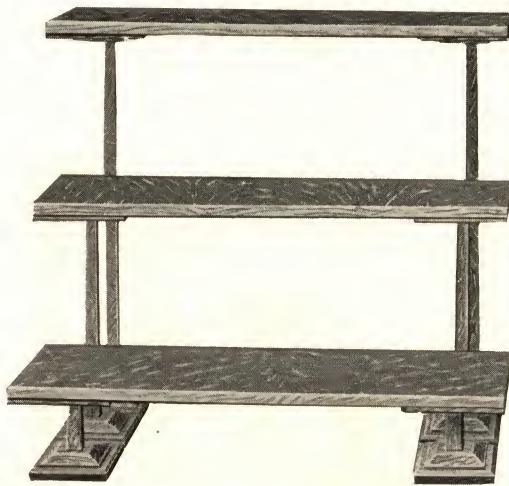
No. 330 Slab, square,
16 x 16. Each.....\$1.25



No. 327 Slab, oval
shape, 12 x 26. Each, \$1.25



No. 319 Slab, diamond
shape, 14 x 26. Each,\$1.35



No. 630 Shelf Displayers. Slabs made in three sizes, 10 x 24 in., 10 x 36 in. and 10x48 in. for 2 ft., 3 ft. and 4 ft. trims. Used with our No. 326 stands. Any height trims easily obtained with the use of our different length slabs to fit your window. Illustration shows the following sizes:
 2—No. 326 Haberdashers; 6 in.....\$ 2.00
 2—No. 326 Haberdashers; 18 in..... 2.00
 2—No. 326 Haberdashers; 30 in..... 2.00
 3—Slabs, size 10 x 36. Each. \$2.00..... 6.00
 Complete set as above 12.00



No. 323 Slab, Oblong
shape 12 x 22. Each,\$1.00



No. 329 Slab, round, 18
in. Each\$1.25

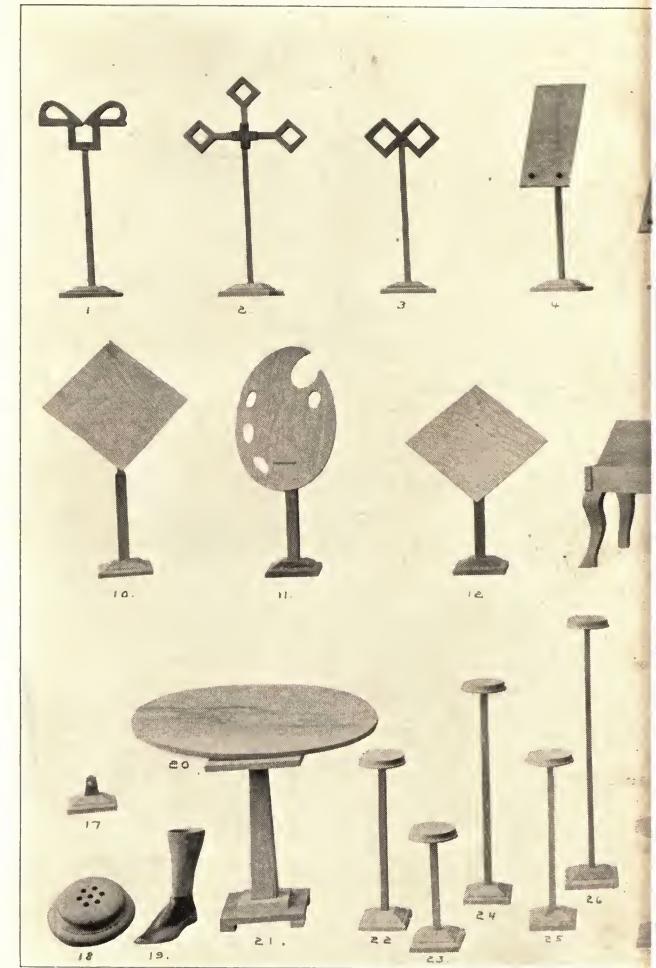
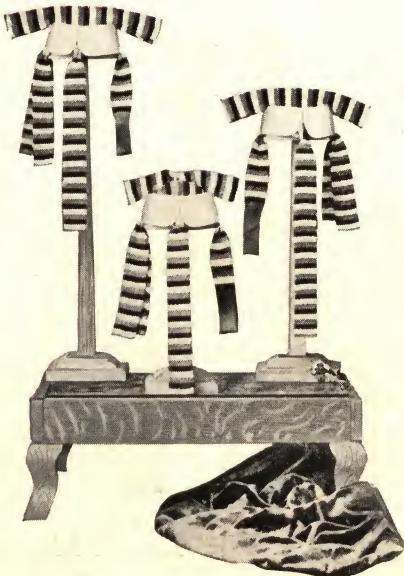


No. 317 Slab, rect-
angular, size 6 x 18
in. Each..... \$0.50

THE many inquiries we constantly receive for a complete set of window fixtures to fit almost any average set. In this complete set we have included EVERY conceivable fixture necessary for TWO COMPLETE average clothier or furnisher requires and NO MORE. Everything unnecessary has been eliminated. this WONDER SET you take no chances in getting exactly what you need. The surrounding trims publish with this set. This set brings to you the maximum of fixture value at the minimum cost. Below is publishe

TRULY— A WONDER SET

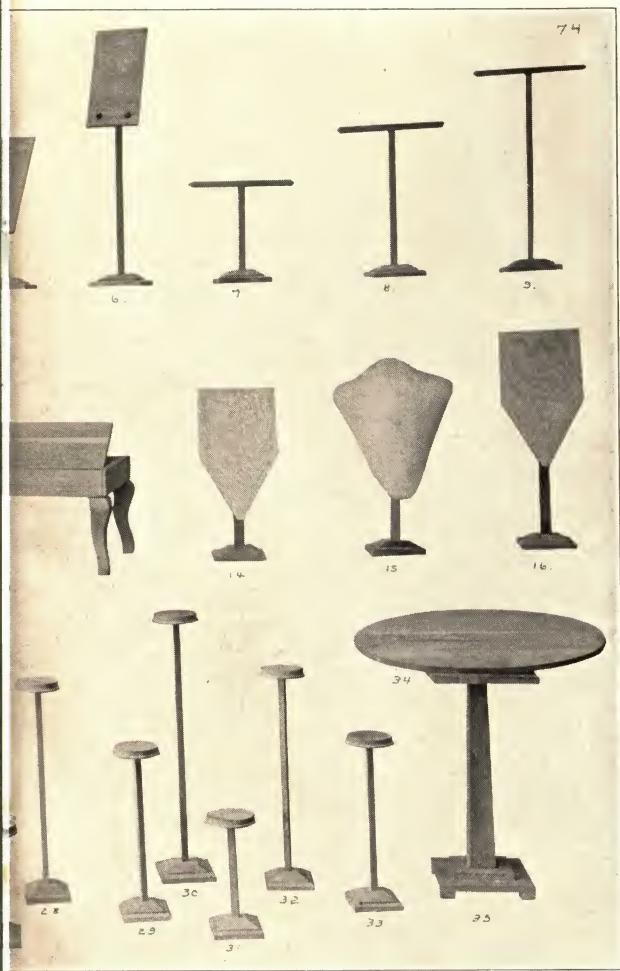
— because it contains exactly the quantity and kind of fixtures that enables the most inexperienced trimmer to produce powerful merchandizing and selling windows.



Consists of the fo

No. 9 Tee Bar and Drapery Haberdasher stand, 24 in.....	\$0.75
No. 10 Shirt stand, Diamond Adjustable, 12 to 24 in.....	1.50
No. 11 Palette Shirt and Neckwear Easel Adjustable, 12 to 24 in.....	1.75
No. 12 Diamond Shirt stand Adjustable, 12 to 24 in.....	1.50
No. 13 Polay Plateau, 14x24 top, 18 in. high.....	3.50
No. 14 Shirt stand, Kite Adjustable, 12 to 24.....	1.50
No. 15 Shirt Stand, Bust effect, rigid 18 in.....	1.75
No. 16 Shirt stand, Kite Adjustable, 12 to 24.....	1.50
No. 17 Cane Holder with Adjusting peg.....	.50
No. 18 Umbrella and Cane Holder, holds 7 of either.....	2.00

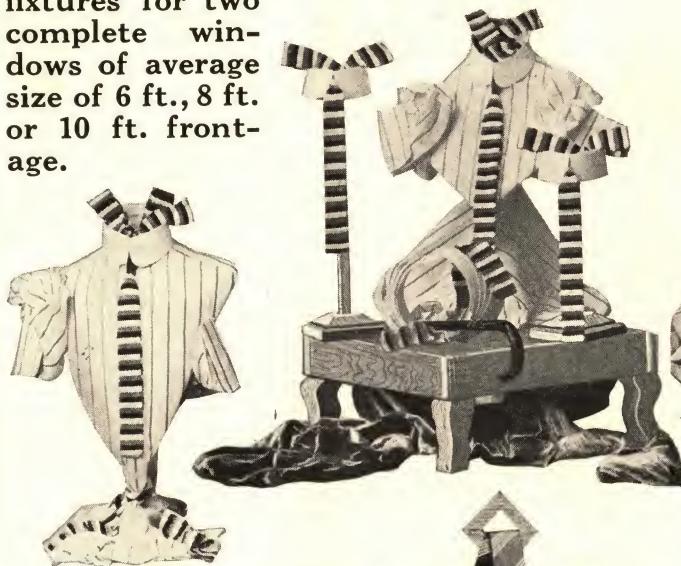
clothing or furnishing window has led us to originate this POLAY WONDER SET and it is truly a wonder
E WONDOW DISPLAYS. This set is the result of years of experience in knowing EXACTLY what the
Everything necessary has been INCLUDED. It meets every need for two complete windows. By ordering
here are simply to give you an idea of the variety and endless quantity of clever trims that can be made
the list of fixtures this set includes. Price for the complete set, \$32.35. Actual value over \$60.00.



Following fixtures:

No. 19 New Model Hosiery Form.....	\$1.25
No. 20 Slab, oval shape, 12x26 inches.....	1.25
No. 21 Pedestal tapered post, 18 in. high.....	1.50
No. 22 Collar Neckwear or Hat stand, 18 in.....	.75
No. 23 Collar Neckwear or Hat stand, 12 in.....	.75
No. 24 Collar Neckwear or Hat stand, 24 in.....	.75
No. 25 Collar Neckwear or Hat stand, 18 in.....	.75
No. 26 Collar Neckwear or Hat stand, 30 in.....	.75
No. 27 Collar Neckwear or Hat stand, 12 in.....	.75
No. 28 Collar Neckwear or Hat stand, 24 in.....	.75
No. 29 Collar Neckwear or Hat stand, 18 in.....	.75

Positively all the fixtures for two complete windows of average size of 6 ft., 8 ft. or 10 ft. frontage.



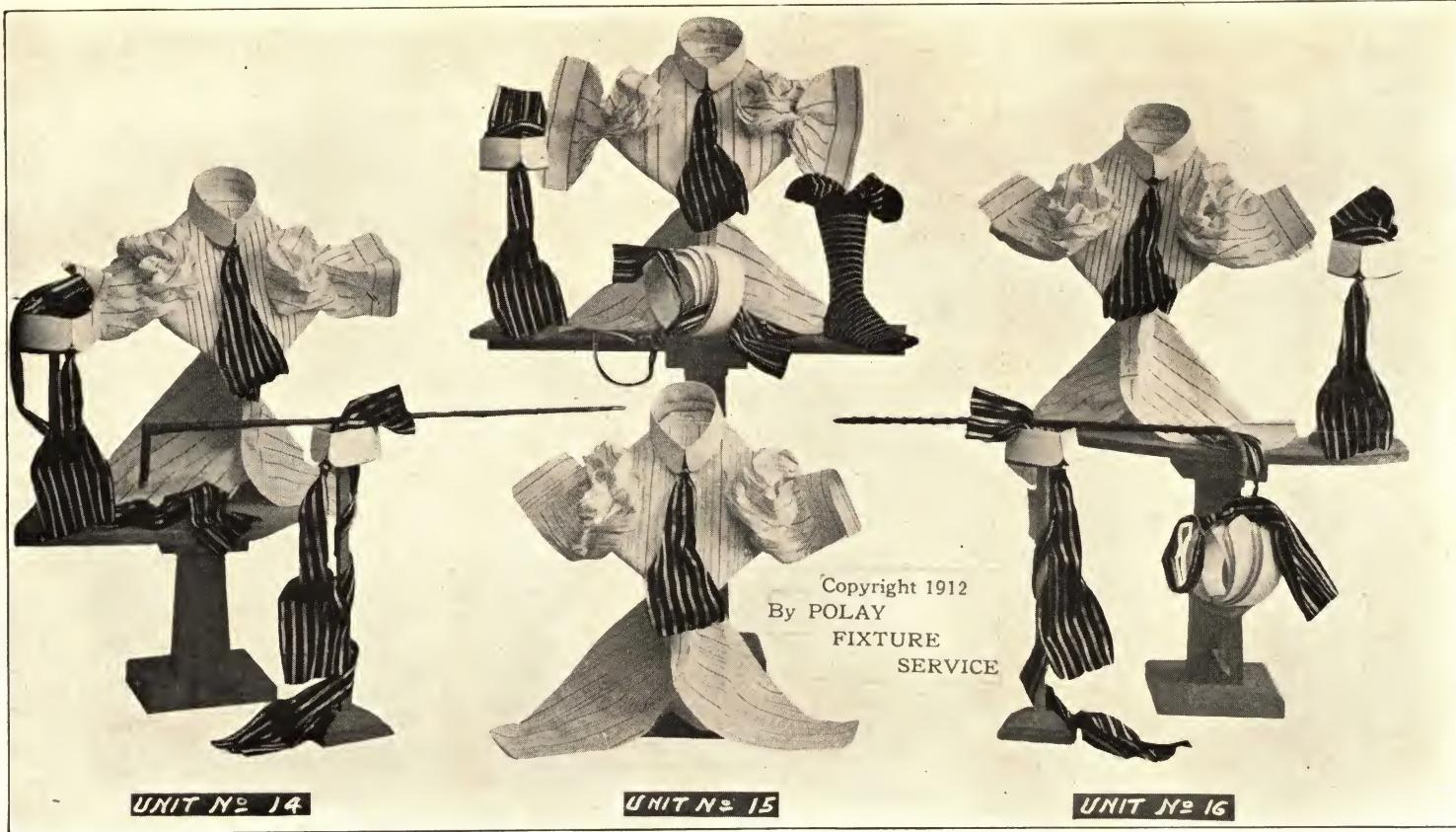
Nothing Like it Anywhere

35 Complete Fixtures

\$32.35

No. 30 Collar Neckwear or Hat stand, 30 in.....	\$0.75
No. 31 Collar Neckwear or Hat stand, 12 in.....	.75
No. 32 Collar Neckwear or Hat stand, 24 in.....	.75
No. 33 Collar Neckwear or Hat stand, 18 in.....	.75
No. 34 Slab, oval shape, 12x26.....	1.25
No. 35 Pedestal tapered post 24 in, high.....	1.75
Complete set of 35 fixtures, actual value, \$60.00, in mission finish.....	32.35
Mahogany, golden oak and any polish or rub finish.....	35.00





The above trim is made with three Polay Fixture units. Especial care was used to reduce the quantity of fixtures and still show plenty of merchandise. Notice how the fixtures are hidden, leaving nothing to detract from the beauty of the arrangement.

Descriptions and Prices of Fixtures Used in this Trim

UNIT No. 14

1—No. 200 Pedestal, 12 in....	\$2.00
1—Adjustable Diamond Shirt Stand.....	1.50
1—Diamond Slab.....	1.35
1—12-in. Collar Stand.....	.75
1—18-in. Collar Stand.....	.75
Total.....	\$6.35

UNIT No. 15

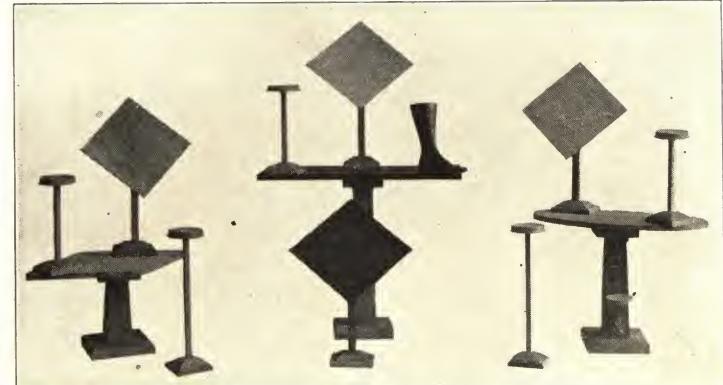
1—No. 200 Pedestal, 24 in....	\$2.50
2—Adjustable Diamond Shirt Stands, \$1.50 each.....	3.00
1—Rectangular Slab, 12x22 in..	1.00
1—12-in. Collar Stand.....	.75
1—Papier Mache Hose Form ..	.25
Total.....	\$8.50

COMPLETE SET \$21.00

UNIT No. 16

1—No. 200 Pedestal, 18 in....	\$2.25
1—Extension Elbow.....	.50
1—Oval Slab.....	1.25
1—Adjustable Diamond Shirt Stand.....	1.50
1—12-in. Collar Stand.....	.75
1—18-in. Collar Stand.....	.75
Total.....	\$7.00

THE above cut here-with shows the fixtures set up and trimmed. This trim can be made more concentrated by simply moving the fixtures closer together. In this trim every article can be plainly seen, nothing is hidden. The cut below (small cut) shows the fixtures set up but untrimmed.



THERE'S an idea in every one of these illustrations. Keep this book for ideas and suggestive trims. The upper cut shows the fixtures trimmed. The lower cut shows the fixtures set up before being trimmed. Study this trim, it's a good one.



This simple but extremely effective trim is another example of what can be done with the cheapest possible set of fixtures, and if you want a still cheaper set No. 300 pedestal may be substituted for No. 200, which will save \$3.00 on the entire set.

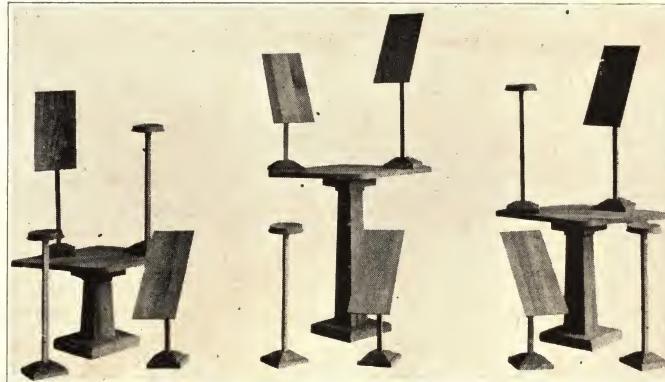
Descriptions and Prices of Fixtures Used in this Trim

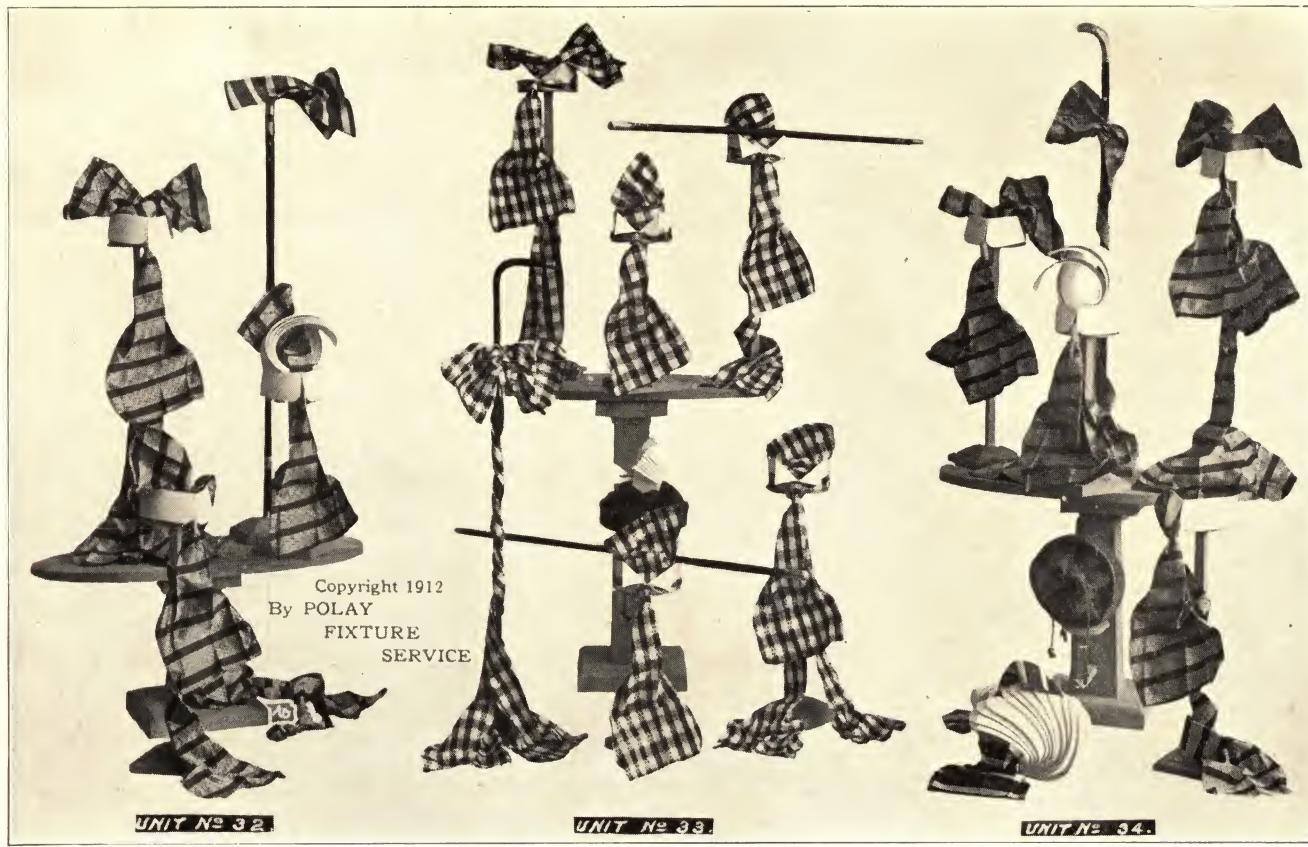
UNIT No. 23	
1—No. 200 Pedestal, 12 in.	\$2.00
1—Diamond Slab.	1.35
1—18-in. Rigid Tilting Shirt Stand.	1.00
1—12-in. Rigid Tilting Shirt Stand.	1.00
2—18-in. Collar Stands, 75c ea.	1.50
Total.....	\$6.85

UNIT No. 24	
1—No. 200 24-in. Pedestal.	\$2.50
1—Diamond Slab.	1.35
2—12-in. Rigid Tilting Shirt Stands, \$1.00 ea.	2.00
1—18-in. Rigid Tilting Shirt Stand.	1.00
1—18-in. Collar Stand.	.75
Total.....	\$7.60

COMPLETE SET \$22.00

UNIT No. 25	
1—No. 200 18-in. Pedestal.	\$2.25
1—Diamond Slab.	1.35
1—18-in. Rigid Tilting Shirt Stand.	1.00
1—12-in. Rigid Tilting Shirt Stand.	1.00
2—18-in. Collar Stands, 75c ea.	1.50
1—Diamond Slab.	1.35
Total.....	\$8.45





This trim is composed of three Polay Fixture units so artfully grouped as to make a complete window, or may be used as single units. In our up-to-date trims we advise the use of canes. They cost nothing but add materially to the general effect.

Descriptions and Prices of Fixtures Used in this Trim

UNIT No. 32

1—No. 200—12-in. Pedestal.....	\$2.00
1—Oval Slab	1.25
1—24-in. Collar Stand75
1—18-in. Collar Stand75
1—12-in. Collar Stand75
1—Cane Holder50
Total.....	\$6.00

UNIT No. 33

1—No. 200—24-in. Pedestal	\$2.50
1—Oval Slab	1.25
1—24-in. Collar Stand75
2—18-in. Collar Stands, 75c ea.....	1.50
2—12-in. Collar Stands, 75c ea.....	1.50
1—Elbow Extension.....	.50
1—Cane Holder.....	.50
Total.....	\$8.50

UNIT No. 34

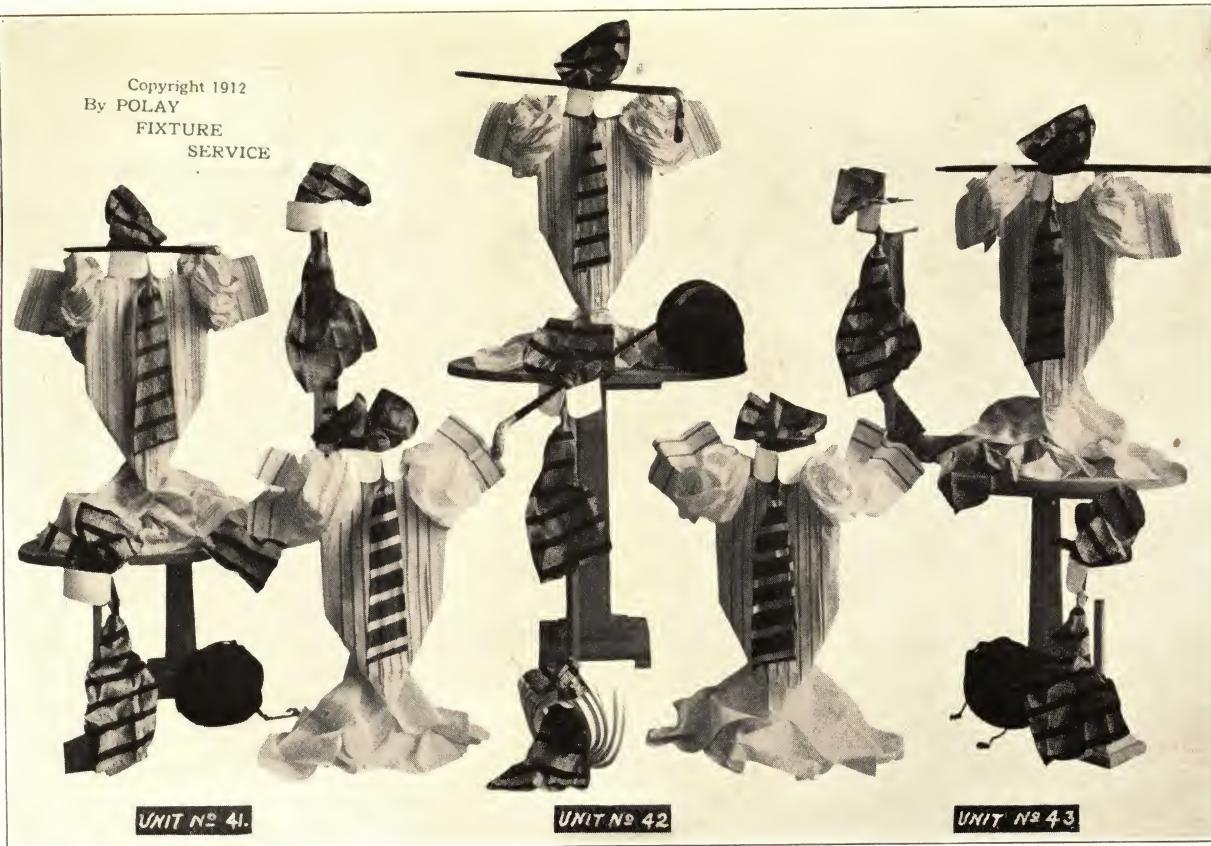
1—No. 200 Pedestal, 18-in.....	\$2.25
1—Oval Slab	1.25
2—24-in. Collar Stands, 75c ea.....	1.50
1—18-in. Collar Stand75
1—12-in. Collar Stand75
1—Elbow Extension.....	.50
1—Cane Holder.....	.50
Total.....	\$7.50

THIS COMPLETE SET, ENOUGH FOR AN 8-FOOT WINDOW, \$21.00

THE upper cut shows how the fixtures look when trimmed. The lower cut shows how the fixtures look when untrimmed. Just note how really few fixtures are needed to produce what looks like a most difficult trim. Polay fixtures make possible such trims. You can produce this effect quickly and easily.



Copyright 1912
By POLAY
FIXTURE
SERVICE



UNIT NO. 41.

UNIT NO. 42.

UNIT NO. 43.

In this trim we call particular attention to our new style Kite Shaped Shirt Stand. It has an extension on top, enabling you to bend the collar over at a right angle to the board, which may be used vertically, as in this plate, or tilting, as shown in unit No. 50. This trim consists of plaited front shirts, open end scarfs, collars and collar bags, but any style of shirts and ties may be used.

Descriptions and Prices of Fixtures Used in this Trim

UNIT No. 41

2—Adjustable and Tilting Kite-Shaped Shirt Stands, \$1.50 ea.	\$3.00
1—Oval Slab.....	1.25
1—No. 300 Pedestal, 12 in.....	1.25
1—24-in. Collar Stand.....	.75
1—12-in. Collar Stand.....	.75
Total.....	\$7.00

UNIT No. 42

2—Adjustable and Tilting Kite-Shaped Shirt Stands, \$1.50 ea.	\$3.00
1—Oval Slab.....	1.25
1—No. 300 Pedestal, 24 in.....	1.75
1—24-in. Collar Stand.....	.75
Total.....	\$6.75

COMPLETE SET \$20.00

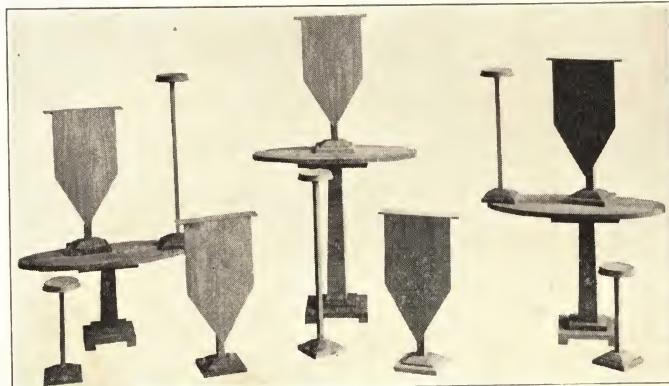
UNIT No. 43

1—Adjustable and Tilting Kite-Shaped Shirt Stand.....	\$1.50
1—Oval Slab.....	1.25
1—18-in. Collar Stand.....	.75
1—12-in. Collar Stand.....	.75
1—No. 300 Pedestal, 18-in.....	\$1.50
Total.....	\$5.75

THIS Kite Shirt Stand Trim surpasses most shirt displays. Note how classy the goods appear on this fixture. The upper cut shows the shirts and other goods on the fixtures. The cut below shows the fixtures bare. The pedestals and slabs set this trim off beautifully.

Nothing but clear white oak or birch kiln-dried and selected stock are used in Polay Fixtures.

STATE FINISH WANTED





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Fixture
Service

This plate shows a negligee trim, using a variety of stands and demonstrates the adaptability of our stands to any style of work. Here we use again the Kite Shaped Shirt stand in a tilting position; also our Tilting Diamond Shirt Stand in a vertical position. This is a selling trim; very pleasing to the eye. Any style of shirt, collar and neckwear may be used. For description and price of fixtures see opposite page.

Descriptions and Prices of Fixtures Used in this Trim

UNIT No. 50	
1—18-in. Rigid Tilting Shirt Stand.....	\$1.00
2—Cane Holders, 50c ea.....	1.00
1—Rectangular Slab, 12x22.....	1.00
1—No. 300 Pedestal, 12 in. high.....	1.25
1—Adjustable Tilting Kite-Shaped Shirt Stand.....	1.50
Total.....	\$5.75

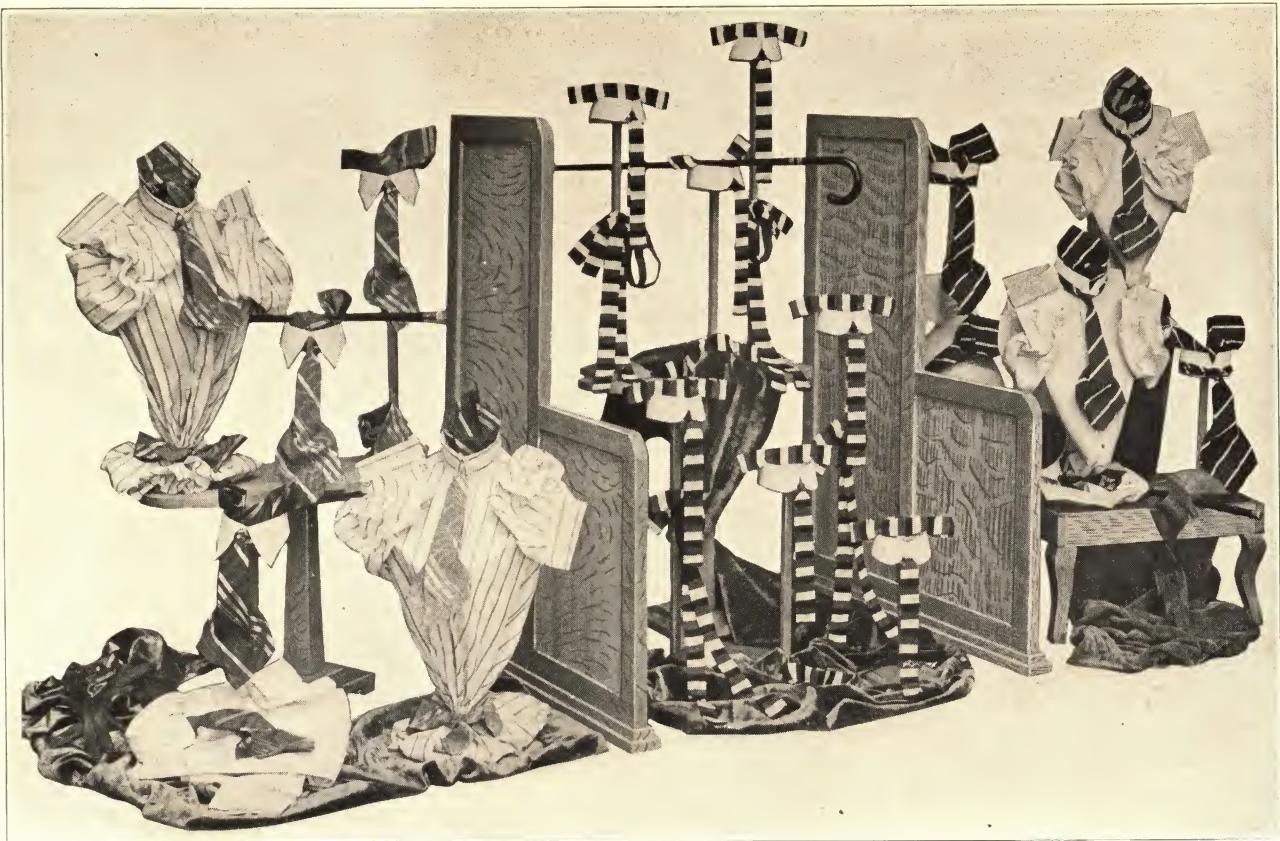
UNIT No. 51	
1—Adjustable Tilting Shirt Stand.....	\$1.50
1—Oval Slab.....	1.25
1—No. 300 Pedestal, 24-in. high.....	1.75
1—Rigid Tilting Shirt Stand.....	1.00
Total.....	\$5.50

COMPLETE SET \$17.75

UNIT No. 52	
1—Adjustable Tilting Kite-Shaped Shirt Stand.....	\$1.50
1—Rectangular Slab, 12x22.....	1.00
1—No. 300 Pedestal, 18 in. high.....	1.50
2—24-in. Collar Stands, 75c ea.....	1.50
1—18-in. Rigid Tilting Shirt Stand.....	1.00
Total.....	\$6.50



HERE'S a mixture of shirt stands as on the preceding page. Kite Shirt Stands, Diamond Shirt Stands and other easily trimmed fixtures. A variety of attractive trims can be made with these fixtures. The cut above shows the goods on the fixtures. The lower cut shows the fixtures untrimmed.



In this cut we show you a compartment trim of three sections produced by the use of Polay's No. 800 Divider. Three complete sections, each a unit by itself. The smartest shops are using this section idea, and most of them are using Polay's handsome dividers.

Descriptions and Prices of Fixtures Used in this Trim

Section No. 1:

1—No. 300 Pedestal; 18 in. high	\$1.50
1—No. 327 Slab, oval shape: 12x26.....	1.25
3—No. 305 Collar Stands; 1-12 in., 1-18 in., 1-24 in..	2.25
2—No. 307 Shirt Stands adjustable.....	3.00
Section complete.....	8.00

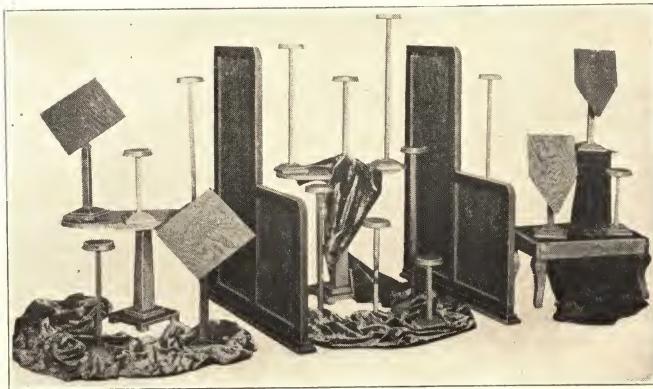
Section No. 2:

1—No. 300 Pedestal; 24 in. high	\$1.75
1—No. 327 Slab, oval shape..	1.25
7—No. 305 Collar Stands; 1-12 in., 2-18 in., 2-24 in., 2-30 in.....	5.25
Section complete.....	8.25

No. 120 Complete set includes Sections 1, 2 and 3 and two No. 800 Window Dividers; 3 ft. bottom and 4 ft. back. Each, \$9.00. Total, **\$43.00**

Section No. 3:

1—No. 501 Plateau; 14x24 in., 12 in. high.....	\$3.50
2—No. 305 Collar Stands; 1-12 in., 1-30 in.....	1.50
2—No. 303 Shirt Stands; kite shape.....	3.00
1—No. 325 Shirt Stand, rigid..	1.00
Section complete.....	9.00



THE upper cut shows the fixtures trimmed and the dividers placed so as to make 36 in. or 3 ft. sections, allowing three sections in a 9 ft. window. By simply making the trims narrower you can get three sections in even a smaller space. The cut below shows the set up of the fixtures before being trimmed.

Send us a pencil sketch
of your windows for
our suggestions.



UNIT NO. 68.

UNIT NO. 69

UNIT NO. 70.

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FIXTURE
SERVICE

THIS is a most striking example of how to make up an effective hosiery display, also using underwear and pajamas. The effect it gives lends the idea of a solid window. But if you will note the lower cut you will see how really few fixtures are needed to make this swell effect.

This plate is truly a study in black and white, showing how three of our units, composed of entirely different merchandise, may be grouped together, making a complete window, at the same time featuring each separate line. Unit No. 68 is composed of pajamas and hose. Unit No. 69 shows hose and handkerchiefs, and unit No. 70 is made with athletic underwear and hose. Study this plate and then say whether or not it would sell goods. The effect at the top of the center unit is obtained by putting white tissue paper in an empty hose box and spreading the hose.

Descriptions and Prices of Fixtures Used in this Trim

UNIT No. 68

1—24-in. Rigid T-Bar.....	\$.75
1—12-in. Rigid Tilting Shirt Stand.....	1.00
1—Diamond Slab.....	1.35
1—12-in. Rigid T-Bar.....	.75
1—No. 300 Pedestal, 12 in. high	1.25
Total.....	\$5.10

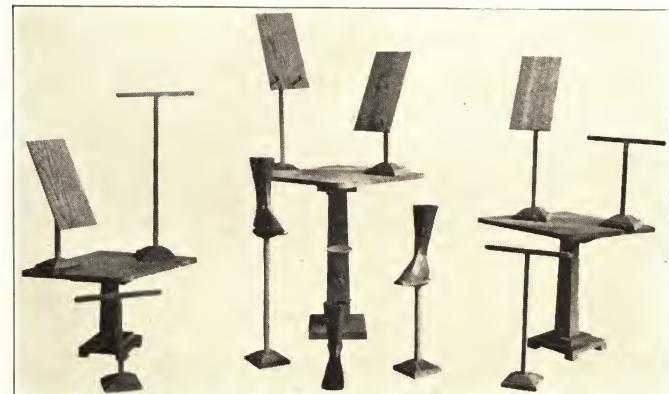
UNIT No. 69

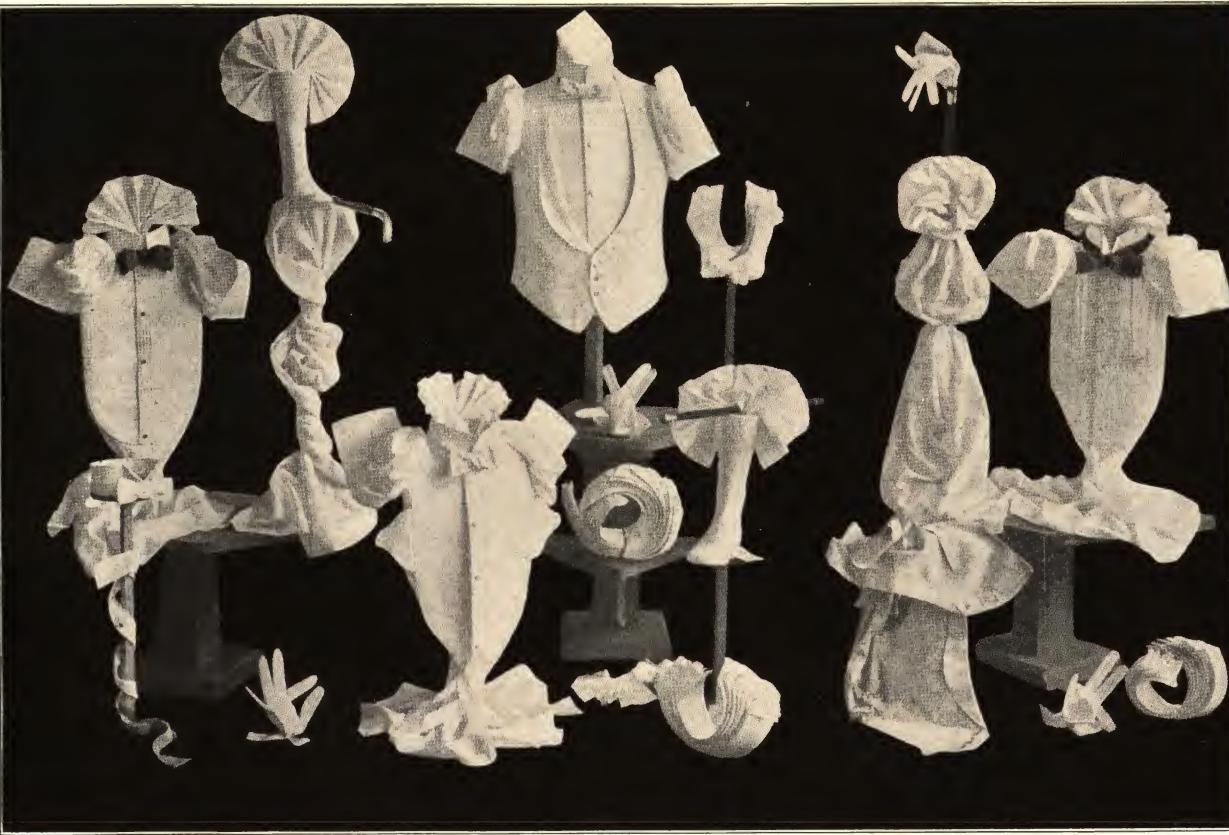
1—18-in. Rigid Tilting Shirt Stand.....	\$1.00
1—12-in. Rigid Tilting Shirt Stand.....	1.00
1—Diamond Slab.....	1.35
1—No. 200 Pedestal, 24 in. high	2.50
1—Extension Elbow.....	.50
1—18-in. Hat Stand.....	.75
1—12-in. Hat Stand.....	.75
3—Papier Mache Hose Forms, \$1.25 ea.....	3.75
Total.....	\$11.60

UNIT No. 70

1—18-in. Rigid Tilting Shirt Stand.....	\$1.00
1—12-in. Rigid T-Bar.....	.75
1—Diamond Slab.....	1.35
1—No. 300 Pedestal, 18 in. high	1.50
1—18-in. Rigid T-Bar.....	.75
Total.....	\$5.35

COMPLETE SET \$20.00





This splendid plate demonstrates what can be done with Full Dress and Tuxedo wear when handled by an expert or under our direction. Here we have used shirts, collars, ties, gloves, handkerchiefs, vests, mufflers and hose. This same arrangement may be used for any ordinary line of haberdashery not necessarily full dress. There is no question about a trim of this kind selling the goods. Try it.

Descriptions and Prices of Fixtures Used in this Trim

UNIT No. 77

1—Papier Mache Hose Form.....	\$1.25
1—24-in. Hat Stand.....	.75
1—Adjustable Tilting Kite-Shaped Shirt Stand.....	1.50
1—18-in. Collar Stand.....	.75
1—Diamond Slab.....	1.35
1—No. 200 Pedestal, 12 in. high	2.00
Total.....	\$7.60

UNIT No. 78

1—Adjustable Vest Form.....	\$4.50
1—12-in. Collar Stand.....	.75
1—Diamond Slab.....	1.35
1—No. 200 Pedestal, 18 in. high	2.25
1—Elbow Extension.....	.50
1—Half Diamond Slab.....	.75
1—12-in. Collar Stand.....	.75
1—Hose Form.....	1.25
1—12-in. Hat Stand.....	.75
1—Adjustable Tilting Kite-Shaped Shirt Stand.....	1.50
Total.....	\$14.35

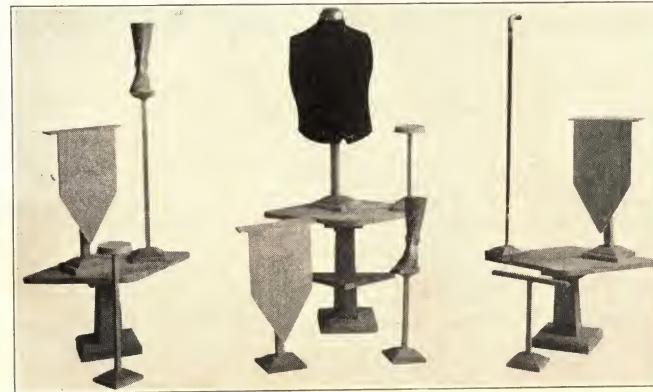
COMPLETE SET,.....\$27.50

UNIT No. 79

1—Cane Holder.....	\$.50
1—Adjustable Tilting Kite-Shaped Shirt Stand.....	1.50
1—Diamond Slab.....	1.35
1—No. 200 Pedestal, 12 in. high	2.00
1—12-in. T-Stand.....	.75
Total.....	\$6.10

THE large plate above shows the merchandise as it will appear by the use of Polay fixtures. The cut below shows the arrangement of the fixtures set up but untrimmed.

For ideas and suggestions send us a rough pencil sketch of the floor plan of your windows.





This plate of clothing units shows what can be accomplished by the use of our Special Clothing Stand with cup top, which may be used for vests, canes, gloves, hats, neckwear, shirts or, in fact, any furnishing goods. This is a special feature with us and is invaluable to the trimmer.

Descriptions and Prices of Fixtures Used in this Trim

UNIT No. 59

1—Clothing Easel, No. 337.....	\$3.50
1—18-in. Hat Stand.....	.75
Total.....	\$4.25

UNIT No. 60

1—Clothing Stand, with new cup top.....	\$2.00
1—Slab, 12x22.....	1.00
1—Cane Holder.....	.50
1—No. 300 Pedestal, 18 in. high	1.50
Total.....	\$5.00
COMPLETE SET \$13.00	

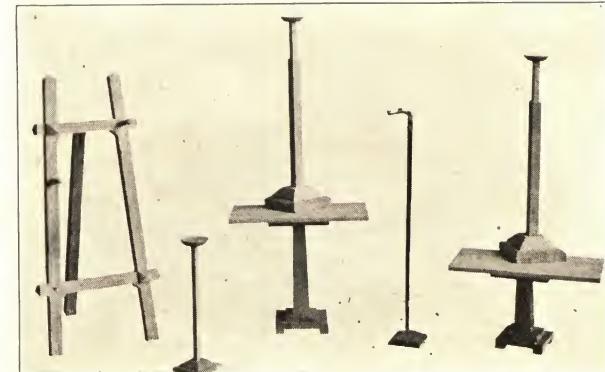
UNIT No. 61

1—Clothing Stand, with cup top.....	\$2.00
1—Slab, 12x22.....	1.00
1—No. 300 Pedestal, 12 in. high	1.25
Total.....	\$4.25

THE upper cut shows the fixtures trimmed with merchandise, while the lower cut shows the fixtures set up before being trimmed. The simplicity of setting up and trimming all Polay fixtures commends them to all trimmers. No paper padding used in getting these full effect, shoulder coat trims.

Order a complete Set

STATE FINISH
WANTED





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SERVICE

UNIT N° 86

UNIT N° 87

UNIT N° 88.

This clever clothing trim shows how three distinctly different units may be combined. Notice the effect on unit No. 88, showing our 6x18 inch slab placed on top of clothing stand, thereby making a pedestal effect.

Descriptions and Prices of Fixtures Used in this Trim

UNIT N° 86

1—Slab, 6x18.....	\$.50
1—Clothing Stand, cup top.....	2.00
1—Rectangular Slab, 12x22.....	1.00
1—No. 200 Pedestal, 12 in. high.....	2.00
Total.....	\$5.50

UNIT N° 87

1—Clothing Stand	\$2.00
1—Oval Slab	1.25
1—No. 200 Pedestal, 12 in. high	2.00
Total.....	\$5.25

COMPLETE SET \$13.50

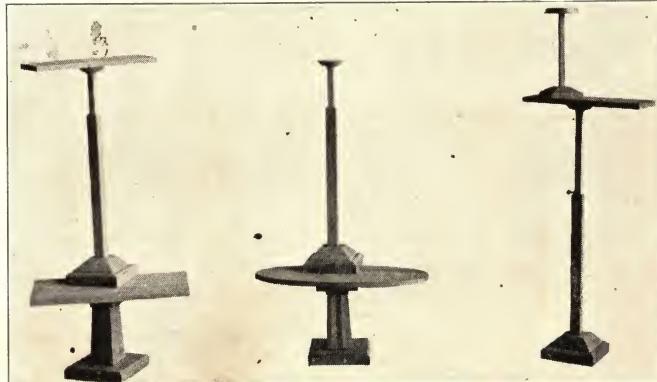
UNIT N° 88

1—12-in. Collar Stand.....	\$.75
1—6x18-in. Slab.....	.50
1—Clothing Stand.....	2.00
Total.....	\$3.25

THIS upper plate shows a trim of clothing using three cup top clothing stands, pedestals and slabs. The lower cut shows the set up of the fixtures before being trimmed. No paper was used in the coats; still you can see the way they hang and drape perfectly. Trims like this should be in your windows. They sell the goods.

We can help you
in planning new
windows.

Write Us





This splendid trim of hats was made to show you how valuable the unit idea is for this line. Here you will see every shape is featured. Not one hat slighted. Caps, gloves and canes are used to embellish the trim. The sun-fast plush also lends a very pleasing effect to the window. This trim was made in an eight-foot window, which will give you an idea of the number of fixtures necessary for your own front.

Descriptions and Prices of Fixtures Used in this Trim

UNIT No. 92

1—No. 200 Pedestal, 12 in. high	\$2.00
1—Diamond Slab	1.35
3—12-in. Hat Stands, 75c ea.	2.25
2—18-in. Hat Stands, 75c ea.	1.50
1—24-in. Hat Stand	.75
Total.....	\$7.85

UNIT No. 93

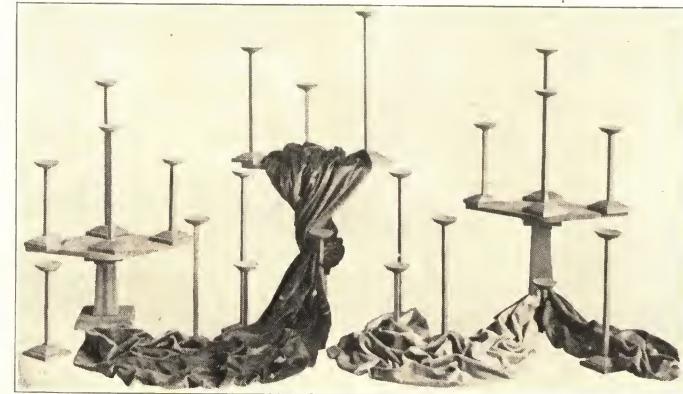
1—No. 200 Pedestal, 24 in. high	\$2.50
1—Oval Slab	1.25
1—Elbow Extension	.50
3—24-in. Hat Stands, 75c ea.	2.25
2—12-in. Hat Stands, 75c ea.	1.50
1—18-in. Hat Stand	.75
4 yds. Sun-fast Plush, 25 in. wide, \$1.25 yd.	\$5.00
Total.....	\$13.75

UNIT No. 94

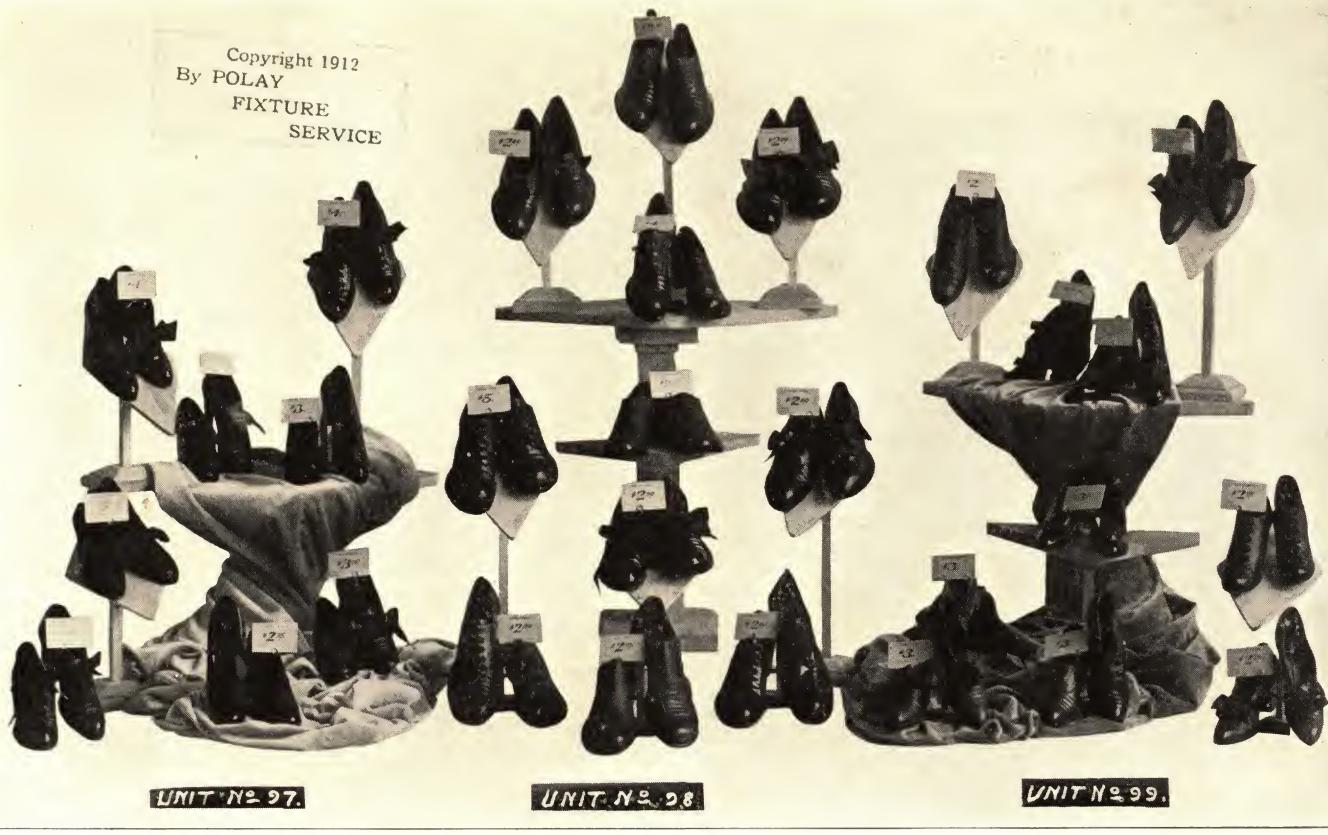
1—No. 200 Pedestal, 18 in. high	\$2.25
1—Diamond Slab	1.35
1—Elbow Extension	.50
3—12-in. Hat Stands, 75c ea.	2.25
1—18-in. Hat Stand	.75
3—24-in. Hat Stands, 75c ea.	2.25
4 yds. Sun-fast Plush, 25 in. wide, \$1.25 yd.	\$5.00
Total.....	\$14.35

COMPLETE SET, \$35.00. \$3.00 may be saved by ordering No. 300 Pedestal.

HERE'S a high grade hat display that uses hat stands, pedestals and slabs. The upper cut shows the stands trimmed. The lower cut shows the fixtures set up before being trimmed. The addition of plush brightens such trims and makes them especially attractive. Note the extremely simple arrangement.



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SERVICE



Our Unit Shoe Idea. This plate shows an entirely new departure in show trimming. Notice the position of each pair of shoes. This is a natural position that a person involuntarily takes when standing at ease. This position is not possible with any other shoe stand. Another feature of this trim is the sun-fast plush with which the pedestals are draped. This is a selling trim.

Descriptions and Prices of Fixtures Used in this Trim

UNIT No. 97

1—No. 200 Pedestal, 12 in. high.	\$2.00
1—Diamond Slab.....	1.35
2—Diamond Shoe Stands, 8 in. high, tilting top, \$1.25 ea....	2.50
1—Diamond Shoe Stand, 14 in. high, tilting top.....	1.25
5—Double Heel Rests, swivel top 30c ea.....	1.50
4 yds. Sun-fast Plush, 25 in. wide, \$1.25 yd.....	5.00
Total.....	\$13.60

Set complete..... \$40.00

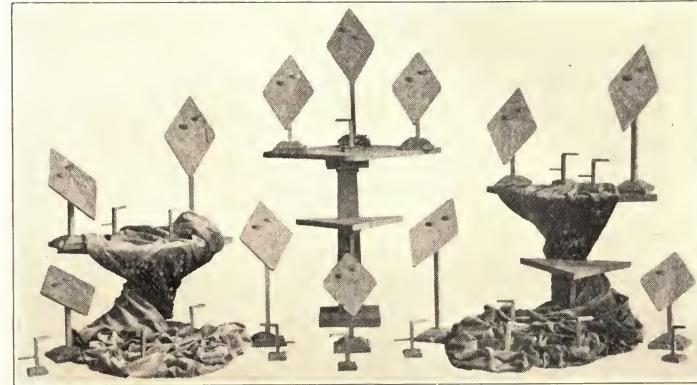
UNIT No. 98

1—No. 200 Pedestal, 24 in. high.	\$2.50
1—Diamond Slab.....	1.35
1—Half Diamond Slab.....	.75
1—Elbow Extension.....	.50
3—Diamond Shoe Stands, 8 in. high, tilting top, \$1.25 ea....	3.75
3—Diamond Shoe Stands, 14 in. high, tilting top, \$1.25 ea....	3.75
4—Double Heel Rests, swivel top, 30c ea.....	1.20
Total.....	\$13.80

UNIT No. 99

1—No. 200 Pedestal, 18 in. high.	\$2.25
1—Diamond Slab.....	1.35
1—Half Diamond Slab.....	.75
1—Elbow Extension.....	.50
2—Diamond Shoe Stands, 8 in. high, tilting top, \$1.25 ea....	2.50
1—Diamond Shoe Stand, 14 in. high, tilting top.....	1.25
6—Double Heel Rests, swivel top, 30c ea.....	1.80
4 yds. Sun-fast Plush, 25 in. wide, \$1.25 yd.....	5.00
Total.....	\$15.40

THIS plate shows a trim using Polay's latest diamond shoe stands. The upper cut shows the fixtures trimmed. The lower cut shows the fixtures bare, all set up, however, for trimming. The combination of pedestals and slabs with plush added makes real selling displays.



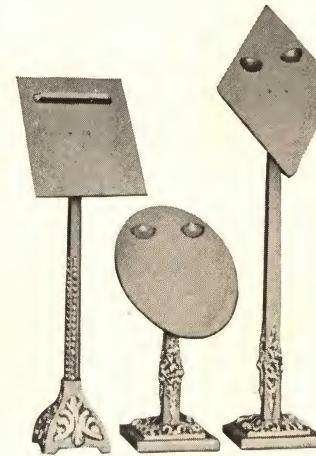


No. 924 Shoe Stands, double, oval tops, pyramid base, rigid; 6 in., 12 in., 18 in., or 24 in. high. Each. \$1.50



No. 318 Shoe Stands, double, square tops for pairs, regular base, tapered standards; 6 in., 12 in., 18 in. and 24 in. heights. Each. \$1.25

POLAY'S latest series of new shoe stands are without question the finest fixtures for exhibition of shoes ever invented. You will note that each stand holds a pair. The heel rests on each fixture hold the shoes when the stands are tilted as they can be in many positions, or can be used flat as plateaux. The center cut shows the way these shoe stands look in the ornamented gold, silver and ivory finishes.



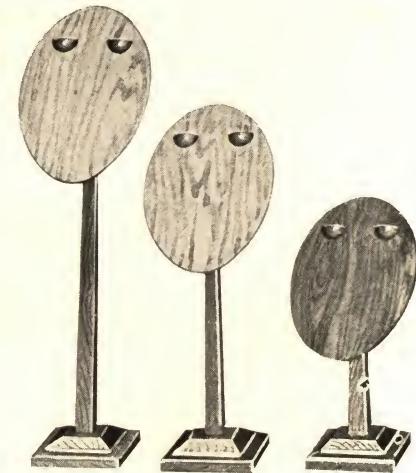
Made in gold, silver and old ivory finishes.

No. 520 Ornamented Shoe Stands, pyramid base, square tops, tilting, 6 in., 12 in., 18 in., and 24 in. heights. Each, \$2.50; per dozen.....\$30.00

No. 526 Ornamented Shoe Stands, diamond tops for pairs, regular base, tapered standard; 6 in., 12 in., 18 in. and 24 in. heights. Each, \$2.50; per dozen.....\$30.00

No. 522 Ornamented Shoe Stands, regular base, tapered standard, tilting tops; made in 6 in., 12 in., 18 in. and 24 in. heights. Each, \$2.50; per dozen.....\$30.00

DESCRIPTIONS, sizes, heights, finishes and prices quoted underneath each item. These stands will make the most beautiful shoe trims imaginable. They represent the real class of the shoe fixture world.



No. 322 Shoe Stands, double, oval tops, regular base, tapered standards; 6 in., 12 in., 18 in. and 24 in. high. Each.... \$1.25



No. 920 Shoe Stands, double, square tops for pairs, pyramid base, rigid; 6 in., 12 in., 18 in., and 24 in. heights. Each..... \$1.50

THIS page shows two very high class trims of footwear in which Polay's latest shoe stands are used. The cut on the left shows a trim in which No. 322 shoe stands are employed. By the addition of leather and sprays a most beautiful display can be easily made by any trimmer. The plateaux and signs of course add to the effectiveness of the exhibit. This is a strictly high class selling trim in which a very few fixtures are required.



Set No. 110—Shoe Trim, made with our No. 322 stands and No. 501 plateaux:	
2—Plateaux; size 14 x 24 tops—12 in. high. Each \$3.50.....	\$ 7.00
1—No. 300 Pedestal; size 12 in.....	1.25
2—Shoe Stands, double, oval tops; 12 in. high. Each 1.25.....	2.50
2—Shoe Stands, double, oval tops; 18 in. high. Each 1.25.....	2.50
3—Shoe Stands, double, oval tops; 24 in. high. Each 1.25.....	3.75
1—Shoe Stand, double, oval top; 30 in. high.....	1.25
Complete set.....	\$18.25

WE make these stands in three finishes ready to ship. Fumed brown oak, early English mission and black and white effect. Any special finishes to match your woodwork will be made to order. Sample of finish must accompany your order.

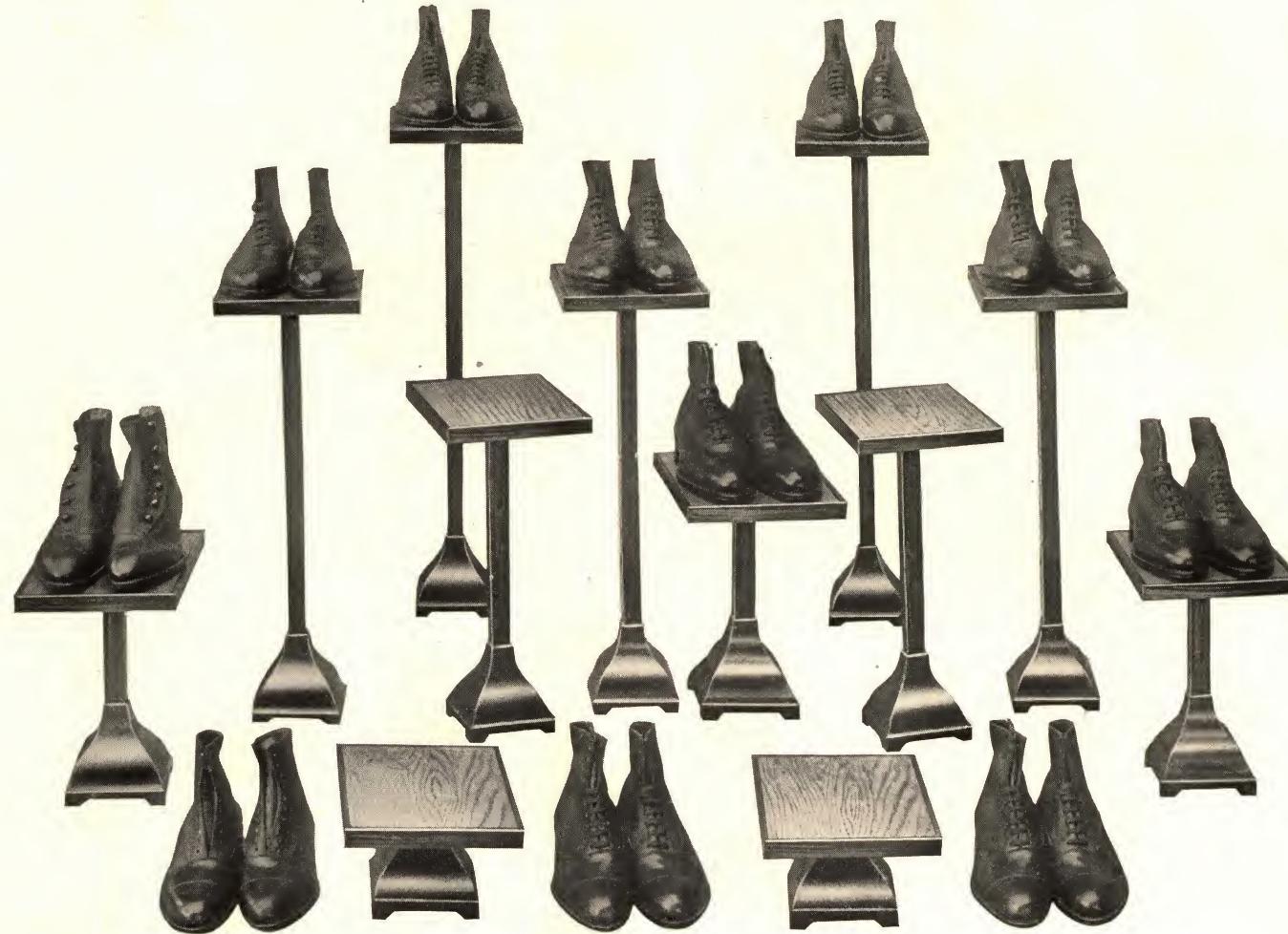
THE illustration here below shows a trim also using Polay's De Luxe Shoe Stands. The magnificence of these fixtures will add materially to the selling power of this display. It is high class in the extreme. Sprays are also used in this trim, as an added beauty to this effect. Stands in both illustrations can be tilted to any position or used flat as small pedestals.



Set No. 111—Shoe Trim, made with our No. 322 stands and one Plateau:

1—Plateau; size 14 x 24—12 in. high.....	\$ 3.50
2—No. 322 Shoe Stands, pyramid base, 12 in. high. Each \$1.25.....	2.50
3—No. 322 Shoe Stands, pyramid base, 18 in. high. Each 1.25.....	3.75
3—No. 322 Shoe Stands, pyramid base, 24 in. high. Each 1.25.....	3.75
Complete set.....	\$13.50

THIS cut illustrates our elegant new shoe set No. 149. The slabs are of natural oak or can be made in any color that contrasts well with the base, standard and border, which are mahogany. These fixtures come in assorted heights and are rigid, and are made in 6 in., 12 in., 18 in., 24 in., 30 in., and 36-in. heights. The flat pedestal effect sets off any and all footwear in a very elegant manner. Used by highest class shoe stores in the largest cities.



Set No. 149—Shoe Trim, pyramid base, tilting tops, removable top slabs. Our
No. 909, a high grade fixture for custom shoes, dress shoes, tango slippers, etc.
2—No. 909 Shoe Stands, pyramid base; 6 in. Each \$2.00.....\$ 4.00
3—No. 909 Shoe Stands, pyramid base; 12 in. Each 2.00 6.00

2—No. 909	Shoe Stands, pyramid base; 18 in. Each \$2.00.....	\$ 4.00
3—No. 909	Shoe Stands, pyramid base; 24 in. Each 2.00.....	6.00
2—No. 909	Shoe Stands, pyramid base; 30 in. Each 2.00.....	4.00
	Set complete.....	24.00



Set No. 112	
Section No. 1	
1—No. 502 Plateau; size 18x18—12 in. high.....	\$ 3.50
2—No. 315 Heel Rests. Double, for pairs.....	.60
5—No. 375 Shoe Stands. 1—6 in. 2—12 in. 1—18 in.	
1—24 in.	6.25
3 yds. Myrtle Green, at \$1.25 yd.	3.75
Section, complete.....	14.10

Section No. 2	
1—No. 502 Plateau. Size 18x18, 18 in. high.....	\$ 4.00
3—No. 135 Heel Rests. Double, for pairs.....	.90
8—No. 375 Shoe Stands. 2—6 in. 1—12 in. 2—18 in.	
1—24 in. 2—30 in.	10.00
3 yds. Ruby Plush, at \$1.25 yd.	3.75
Section, complete.....	18.65

Section No. 3	
1—No. 502 Plateau. Size, 18x18, 12 in. high.....	\$ 3.50
2—No. 315 Heel Rests. Double, for pairs.....	.60
5—No. 375 Shoe Stands. 2—6 in. 2—12 in. 1—24 in. 1—24 in. 3 yds. Myrtle Green Plush, at \$1.25 yd.	1.25
Section, complete.....	9.10

Complete Set, above 3 sections for 8 ft. or 10 ft. display, including 9 yds. plush, any color \$41.35

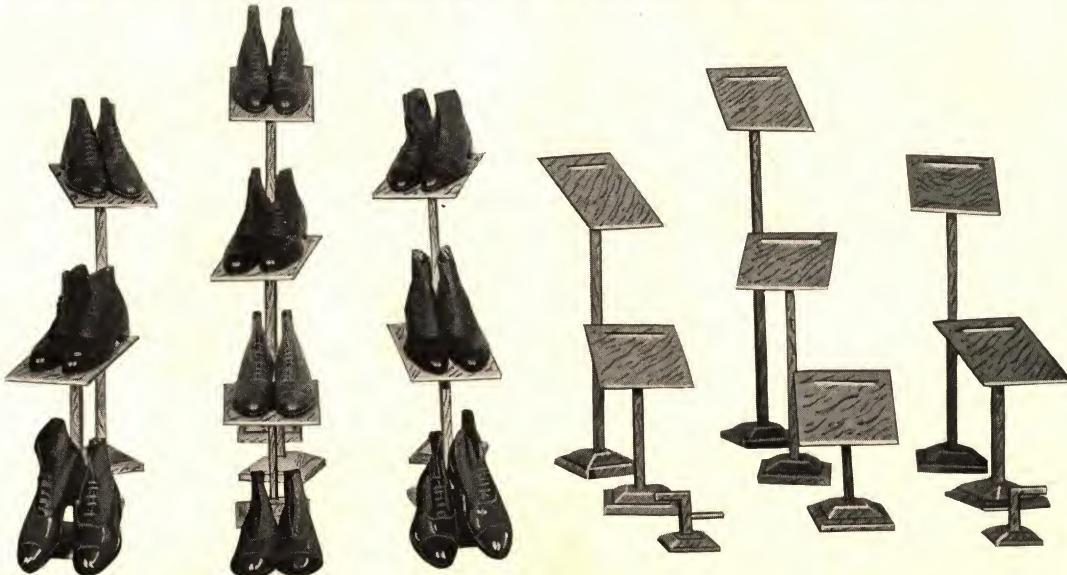
THE lower cut here shows our Set No. 114, which includes 14 shoe stands as shown and 4 heel rests. If you desire but one half of this complete set, make your order read, ONE HALF OF SET No. 114. This gives you 7 stands and two heel rests. If you have small windows, a half set is sufficient. These are the classiest fixtures you have ever seen. All have tilting tops.

SET NO. 114—(COMPLETE)

No. 114 (Full Set):	
2—No. 375 Shoe Stands. 6 in. high, at \$1.25.....	\$ 2.50
4—No. 375 Shoe Stands. 12 in. high, at 1.25.....	5.00
2—No. 375 Shoe Stands. 18 in. high, at 1.25.....	2.50
4—No. 375 Shoe Stands. 24 in. high, at 1.25.....	5.00
2—No. 375 Shoe Stands. 20 in. high, at 1.25.....	2.50
4—No. 315 Double Heel Rests. At 30 cents each.....	1.20
Complete Set.....	\$18.00

SET NO. 114—(ONE-HALF SET)

Half Section of Set No. 114 consists of the following:	
1—No. 375 Shoe Stand. 6 in.....	\$ 1.25
2—No. 375 Shoe Stands, 12 in.....	2.50
1—No. 375 Shoe Stand, 18 in.....	1.25
2—No. 375 Shoe Stands, 24 in.....	2.50
1—No. 375 Shoe Stand, 30 in.....	1.25
2—No. 315 Double Heel Rests.....	.60
Half Section.....	9.35



THIS upper illustration shows our set No. 112. The center trim is shown to give you an idea of how the merchandise looks when on the fixtures. The side units show the way the fixture appear when untrimmed. All the fixtures shown in this illustration are included in this set, No. 112. By the use of plush a very rich effect can be easily secured.

THIS upper illustration shows our very high class shoe fixture set No. 115. Included in this set are all the fixtures the cut shows. Stands, Divider and Plateaux complete. The stands are Polay's De Luxe base, tilting top and all have removable slabs. This set will allow two elegant trims as the cut shows. On the left is a rich trim for ladies' shoes. On the right the section is for men's shoes. This effect by the aid of the divider and plateaux makes a striking display. The smaller cut on the bottom shows the fixtures untrimmed.



(SECTION ON THE LEFT)

2—No. 909 Shoe Stands, 6 in. high @ \$2.00 each.....	\$ 4.00
2—No. 909 Shoe Stands, 12 in. high @ 2.00 each.....	4.00
2—No. 909 Shoe Stands, 18 in. high @ 2.00 each.....	4.00
2—No. 909 Shoe Stands, 24 in. high @ 2.00 each.....	4.00
2 Wood Sign Blocks, 15c each.....	.30
This section complete.....	16.30

In the lower right hand corner we show Set No. 115 untrimmed with all the fixtures as shown trimmed above.

(SECTION ON THE RIGHT)

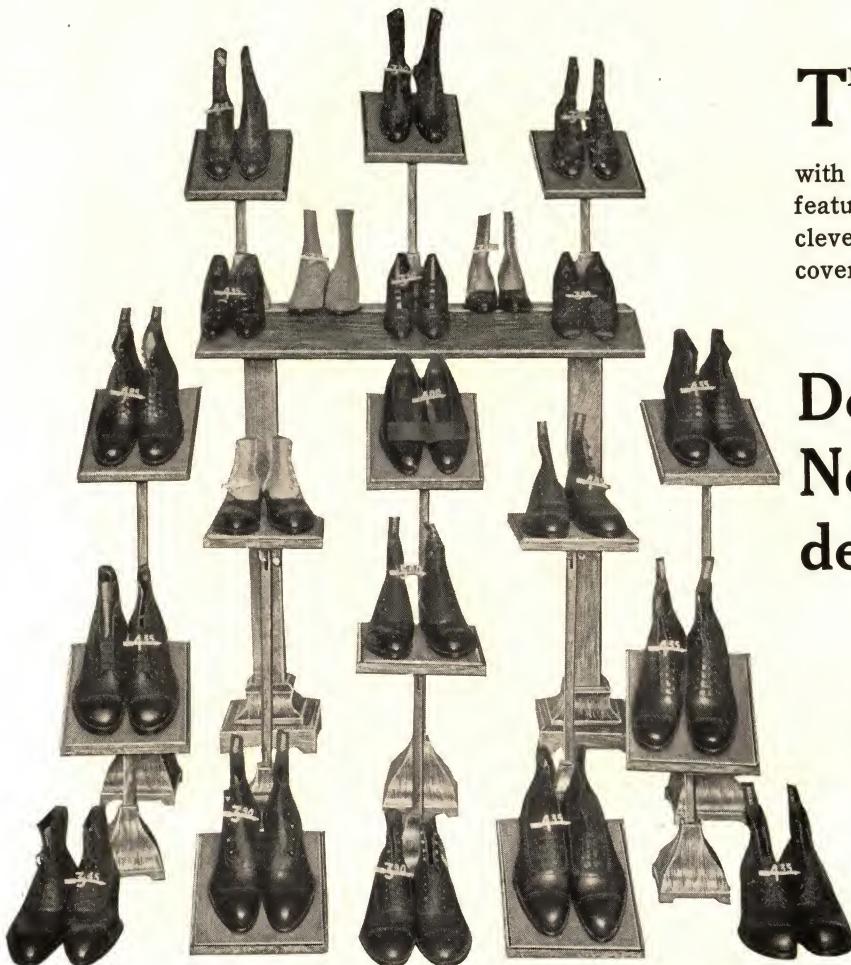
1—No. 501 Plateau; 14x24 in., 8 in. high.....	\$ 3.00
10—No. 909 Shoe Stands; 3-6 in., 2-12 in., 2-18 in., 2-24 in.....	20.00
4 yds. Plush, ruby or Myrtle, at \$1.25 yd.....	5.00
5 Wood Sign Blocks at 15c each.....	.75

This section complete..... 28.75

**Set No. 115—This entire complete set,
exactly as illustrated in the above cut
(including one No. 700 window divider) \$54.00**



THIS plate shows a very elaborate window trim in which are used Polay's No. 909 tilting top, removable shoe stands, and also Polay's latest and finest window effect fixture. The Shoe Bench. It is 3 foot long or can be made to fit any window section. It has dropped front edge, giving the fine bevel effect and allows the merchandise to be set at a tilted angle. This set, No. 116, will make a most stunning effect in ANY sized window.



Descriptions and Prices of Fixtures Used in This Trim

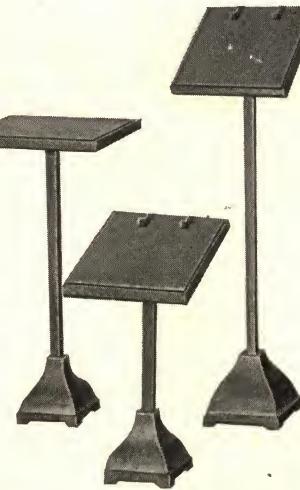
Set No. 116 Regal Shoe Trim. The finest display stand ever shown for high grade displays of shoes.

1—No. 632 Marvel Shoe Bench, 36-inches high, 3 feet long	\$12.50
13—No. 909 Shoe Stands. Tilting tops, 6-6 in., 2-12 in., 2-18 in., 3-24 in; each, \$2.00	26.00
Set complete	\$38.50

THE small cut below shows the No. 909 stands. This cut is inserted to give you an idea of how these fixtures look untrimmed. They can be tilted and used as pedestals and can also be used on the floor as a floor rest. Two metal clips go with each stand to hold the shoes in their place. This stand has many unique features that any trimmer can quickly see. The removable slab will allow for clever color schemes. Plush, Velvet, satin or colored paper can easily be used to cover slabs for special trims.

Description and prices of Polay's New Marvel Shoe Bench given in detail in No. 632.

No. 632 Tilting top Marvel Shoe Bench. Made in 3 ft., 4 ft. and 5 ft. lengths; has 8 in. tilting front slab and 8 in. top for the use of stands and shoes. Made in five heights with our No. 900 pedestals.	
12 in. high, 3 ft. long, \$ 8.50; 4 ft. long, \$10.00; 5 ft. long.....	\$11.50
18 in. high, 3 ft. long, 9.50; 4 ft. long, 11.00; 5 ft. long.....	12.50
24 in. high, 3 ft. long, 10.50; 4 ft. long, 12.00; 5 ft. long.....	13.50
30 in. high, 3 ft. long, 11.50; 4 ft. long, 13.00; 5 ft. long.....	14.50
36 in. high, 3 ft. long, 12.50; 4 ft. long, 14.00; 5 ft. long.....	15.50

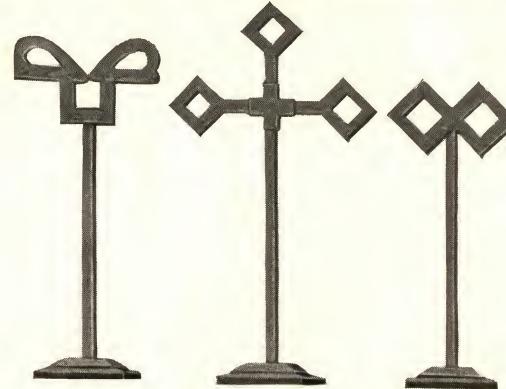


No. 909 Shoe Stands. Removable top slab for plush drapes. Made in 6 in., 12 in., 18 in., 24 in., 30 in. and 36 in. heights. Each, \$2.00. Dozen.. \$24.00



Haberdasher No. 1 Trimmed with neckwear. Each pattern shows up clearly. Cane used to enhance display.

POLAY'S new haberdashery stands are the most versatile small fixtures ever designed, for they can be used in windows, display cases, on ledges and for many other purposes. They are made small, with just the right spread and will be found effective to reinforce any and all trims. Nos. 1, 2 and 3 below show the fixtures bare. The surrounding trims will give you an idea of their versatility. Neckwear, gloves, and many other small articles can be effectively displayed on Polay's haberdashers.



No. 1 Haberdasher, rigid standard; 18 in. high. Tops interchangeable. Each.....\$1.25

No. 2 Haberdasher, rigid standard; 18 in. high. Tops interchangeable. Each.....\$1.25

No. 3 Haberdasher, rigid standard; 18 in. high. Tops interchangeable. Each.....\$1.25



Haberdasher No. 1 Trimmed with gloves. Both leather and silk gloves show up equally well.



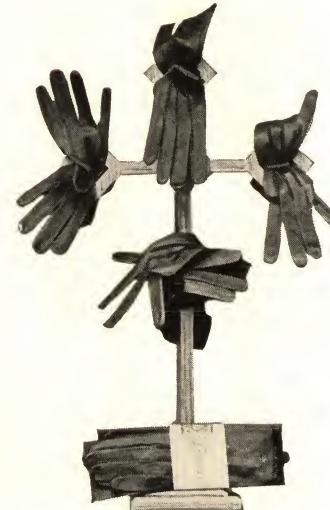
Haberdasher No. 3 Trimmed with narrow neckwear. For clean display and increasing your neckwear department we advise these.



Haberdasher No. 3 Trimmed with gloves. A popular priced stand that will increase your glove business.



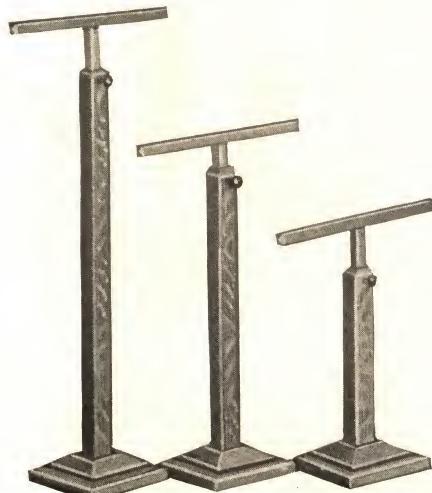
Haberdasher No. 2 Trimmed with wide end neckwear in sets, the only proper way to show neckwear.



Haberdasher No. 2 Trimmed with gloves. Try a few of these on your counters. Great for window display also.



No. 311 Tee Bars, rigid standard. Made in sizes 12 in., 18 in., 24 in. and 30 in. Each..... \$0.75

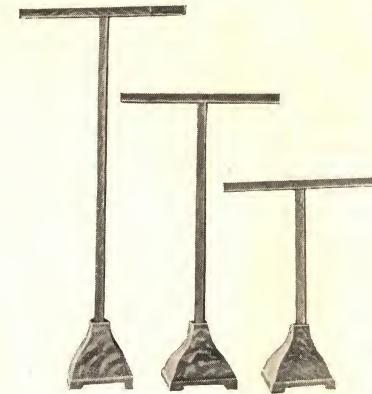


No. 388 Tee Bars, adjustable standard; 12 in., 18 in. and 24 in., adjust to 20 in.; 30 in. and 40 in. Each..... \$1.50

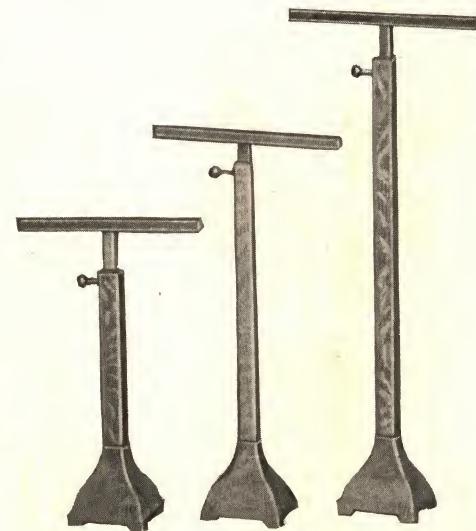
THIS plate shows Polay's latest T-bars in five different styles. The many uses of T-bar stands require different heights and angles, therefore we offer here either adjustable or rigid stands, in the De Luxe base and regular bases in 12 in., 18 in., and 24 in. These T-bars can be used for pants, tailoring goods, woolens, haberdashery, and many other articles. A liberal supply of T-bars should always be on hand by all merchants.



No. 310 Tee Bars, tapered standard. Made in sizes 12 in., 18 in., 24 in. and 30 in. heights. Each..... \$1.00

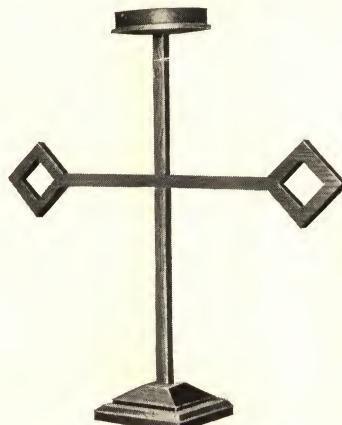


No. 912 Tee Bars, pyramid base, rigid standard; 12 in., 18 in., 24 in. and 30 in. Each \$ 0.85



No. 914 Tee Bars, adjustable, pyramid base 12 in., 18 in., and 24 in. high; adjustable to 20 in., 30 in. and 40 in. Each..... \$1.50

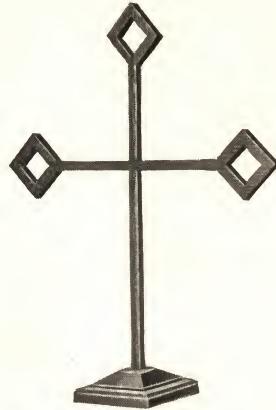
THIS plate shows a series of very useful fixtures in a variety to cover any and most every need. Easels, card holders, glove hands, hose forms, haberdashers, etc. Description and prices will be found below. Order by number and state finish wanted.



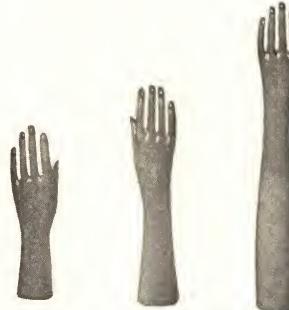
No. 345 Haberdasher, used for collar and neckwear display. A staple stand every store needs this style. Each..... \$1.50



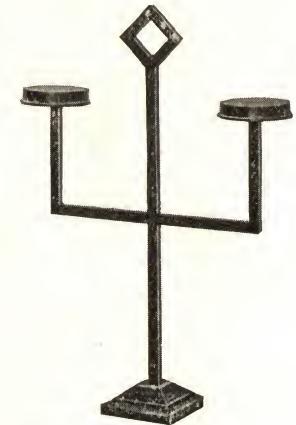
No. 802 Men's Glove Hand with latest adjustable thumb. Cuts show front and back view of hands. Best way to display gloves. Prices, each, \$2.00. Per pair..... \$4.00



No. 349 Haberdasher. Three diamonds for hosiery, neckwear, underwear and all other light displays. Each..... \$1.25



304 Glove Hands, wooden; Try these. Regular Ladies' Forms. 12 button size. Each..... \$2.50
16 button size..... 3.00
20 button size..... 3.50



No. 348 Haberdasher Stands. A high class fixture for general display. 2 collar top. Each..... \$2.00



No. 362 Card Easel New panel style, the best number we have. 12-in. high, Each \$0.50
18 in. high.... 1.00



No. 361 Card Easel, 12 in. high. Each..... \$0.50



No. 301 Hose Forms. Ours are made of wood and are the only kind to use. Each \$1.25
Per Pair..... 2.50



No. 366 Card Holder. New model for small price cards, also takes a card size 7x11 in. Fine for unit displays. Each..... \$0.40

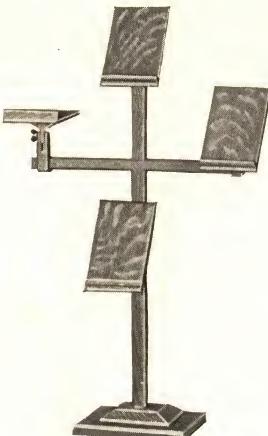


No. 370 Card Holder, tilting top, De Luxe base. Will hold any size card. Each..... \$1.50

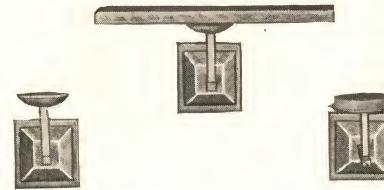


No. 359 Card Display Easel, adjustable type. For card, 11x14. Each..... \$1.50
Card, 14x22. Each..... 1.75

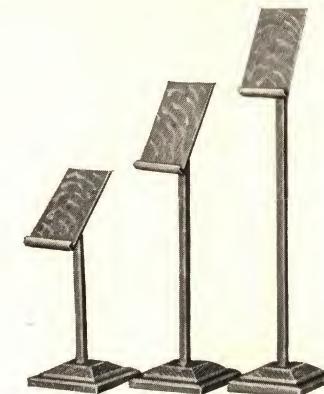
THIS additional page of miscellaneous fixtures includes a lot of new ideas that every merchant should take note of. Especial attention is directed to our latest new brackets, box goods stands, shoe stands, etc. Prices quoted underneath each item. State the finish you want when ordering.



No. 341 Box Goods Haberdasher, cluster style. Cut shows the movable device, also tilting top feature. For general use it can't be beat. Each \$2.50



No. 352 Brackets for walls, window backgrounds, narrow windows and wall and show case display. This style for hats. Arm extension, 6 in. Each \$0.75
 No. 354 Bracket fixtures shown for display use with the size 6x18 oblong slab featured; arm extends 6 in. Each 1.25
 No. 356 Brackets for every display use where the display space is narrow. This style for neckwear and collar display. Arms extension, 6 in. Each75



No. 340 Box Goods Haberdasher. Cigar stores, druggists, confectioners, and for general display the best stand we know of. Made in all sizes, 6 in., 12 in., 18 in., 24 in. and 30 in. Rigid standard, tilting tops. Each \$1.00



No. 377 Brand New Double Shoe Stand. Tilting tops. Shoes can be shown forward or back. Big seller, all sizes, 12 in., 18 in., 24 in. and 30 in. Each \$1.50



No. 385 Brand New Single Shoe Stand, holds one or a pair of shoes. Tilting tops, all sizes, 6 in., 12 in., 18 in., 24 in. and 30 in. Each \$1.25



No. 387 Our Famous Heel Rest for single or pair shoes. Per Doz. \$3.50

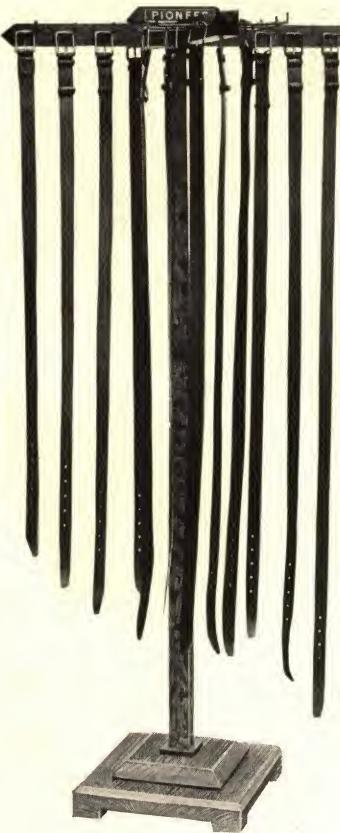


No. 383 New Style single Shoe Stand, Tilting Top; 6, 12, 18, 24 in. heights. \$0.85



No. 381 Shoe Stand, adjustable, tilting oval tops, for single shoes, 12 in., 18 in. and 24 in. adjustable to 20 in., 30 in. and 40 in. Each \$1.50

Polay's Silent Salesmen



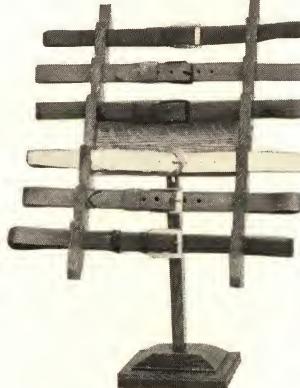
No. 107 Belt Stand, Rigid Style. Counter use, keeps your belt department before your customers' eyes. Each..... \$1.25



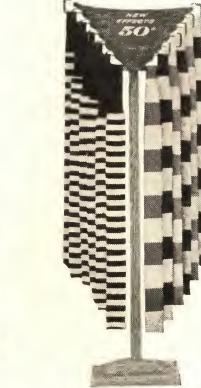
No. 104 Neckwear Stand, revolving type, 32 in. high, heavy base. Our best seller. Note how the neckwear shows up. Each..... \$3.50

No. 104 Untrimmed. The top revolves on steel tubing and make every side of this stand the front side.

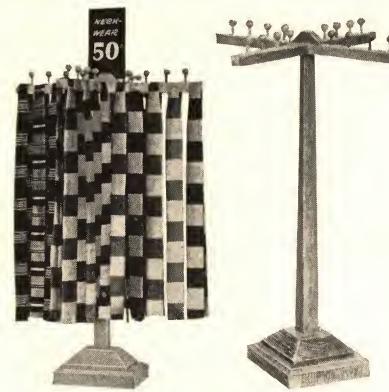
No. 105 Belt Stand, revolving, 54 in. high. Takes any size belt to 54 in. Best stand for displaying volume of belts; 12x12 base. Each..... \$5.00



No. 109 Belt Stand Counter Display, holds 6 belts. Tilting top; feature for window display also. Each..... \$1.50



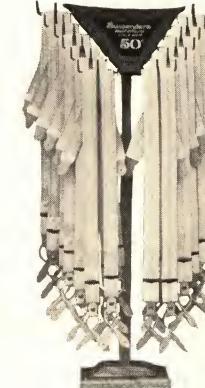
No. 102 Trimmed with neckwear, fine for suspenders also; 32 in. high. Top tilts. Popular price stand, our leader. Each..... \$1.50



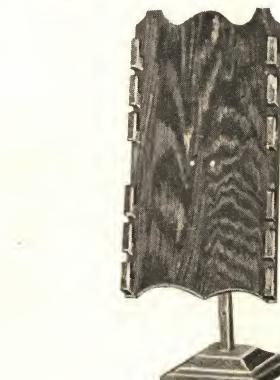
No. 103 Neckwear Stand, also used for suspender display, 32 in. high. Brings out the merchandise displayed for easy selection. Each..... \$3.50

No. 103 Untrimmed Stand. The top revolves on steel tubing. Tops made with slotted card holder. See illustration above.

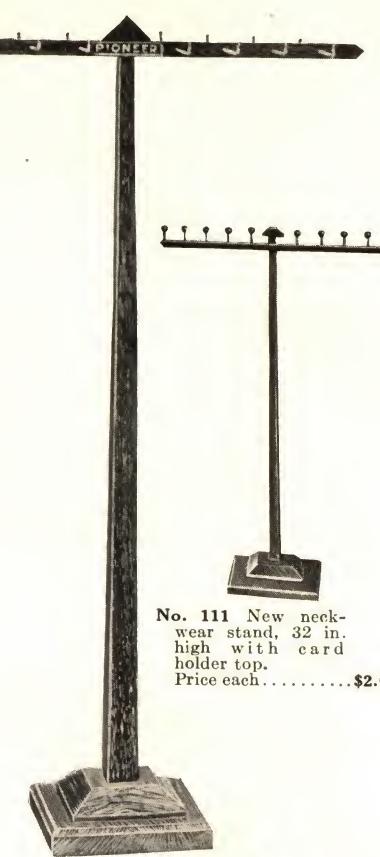
No. 106 Belt Stand, rigid stand for the straight display of belts, 54 in. high. Takes any size belt; 12x12 base. Each..... \$4.00



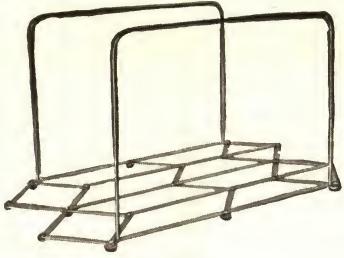
No. 101 Trimmed with suspender, takes two sets of neckwear also. Made with double hooks; practical and big seller. Each.... \$2.00



No. 110 Belt Stand, Panel Style, holds 6 belts. Fine for monogram buckle belts. Used on counters, in windows and cases. Each..... \$1.50

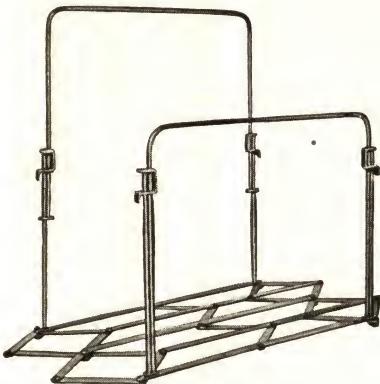


No. 111 New neck-wear stand, 32 in. high with card holder top. Price each..... \$2.00



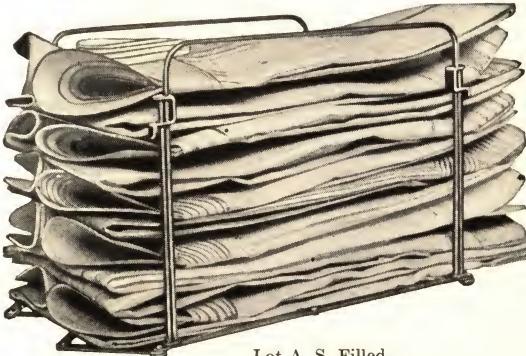
Lot S. S.

Lot S. S. Has Stationary Side Retainers 10 in. high.
Adjustable base opening from 2 to 14 in. wide.
Nickel Plated, dozen..... \$13.50
Oxidized, dozen..... 14.50



Lot A. S.

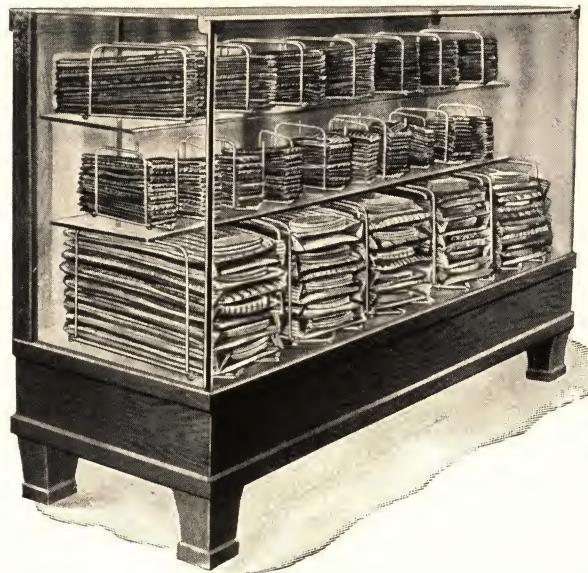
Lot A. S. Has Adjustable Side Retainers that raise from 10 to 17 in. high. Adjustable base opening from 2 to 14 in. wide.
Nickel Plated, dozen..... \$16.00
Oxidized, dozen..... 17.00



Lot A. S. Filled.

Let Your Customers Make Their Selection While They Wait

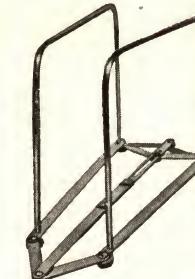
SHOW the goods right in the show case, right before their eyes where they can see and point to the thing they want, and the rack containing it can be lifted out, and the sale made with ease and dispatch. That's Service. The kind of service the customer wants.



The Correct Way to Show Shirts, Neckwear and Hosiery

Essex Adjustable Display Rack

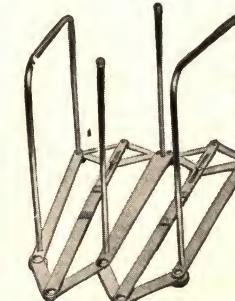
Made in single or double sections. Rubber cushions on bottom to prevent scratching show case. Nickel or oxidized finish.



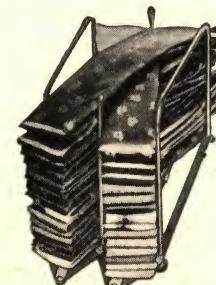
Lot S.



Lot S. Filled.



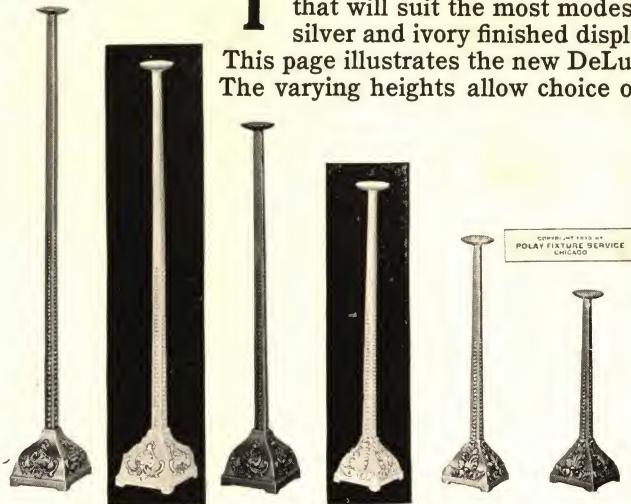
Lot D.



Lot D. Filled.

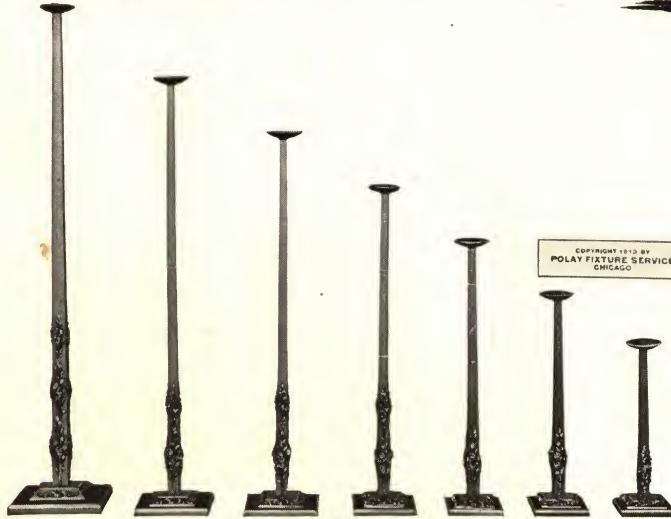
Lot D. Double Section Rack for Neckwear and Hosiery. Either side opens. Either end opens 00 inches wide.
Nickel Plated, dozen..... \$13.50
Oxidized, dozen..... 14.00

TO supply the immense demand for millinery display stands of unusual elegance we have designed a series here that will suit the most modest or most elaborate establishment. Polay's New De Luxe Base, ornamented gold, silver and ivory finished display stands are the LAST WORD in elegance and practicability for millinery displays. This page illustrates the new DeLuxe (plain), the ornamented, the plain base, and ornamented stands with plain base. The varying heights allow choice of exactly the heights you need. Descriptions and prices under each line.



No. 510
Description and Prices

22 inches high, 6x6 inch base.....	\$2.50
28 inches high, 6x6 inch base.....	2.50
34 inches high, 6x6 inch base.....	3.00
40 inches high, 7x7 inch base.....	3.50
46 inches high, 7x7 inch base.....	4.00
52 inches high, 7x7 inch base.....	4.50

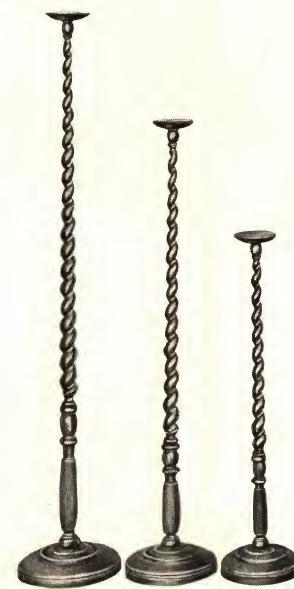


No. 507
Description and Prices

18 inches high, 6x6 inch base.....	\$2.00
24 inches high, 6x6 inch base.....	2.00
30 inches high, 7x7 inch base.....	2.50
36 inches high, 7x7 inch base.....	3.00
42 inches high, 8x8 inch base.....	3.00
48 inches high, 8x8 inch base.....	3.50
54 inches high, 10x10 inch base.....	4.50

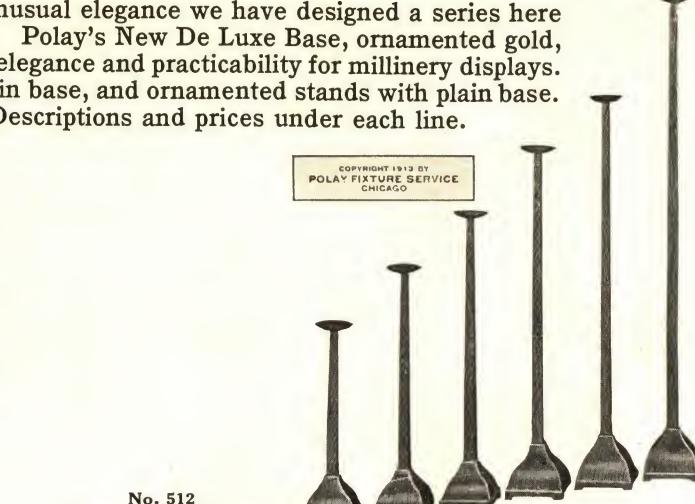
THE smartest new millinery stand — Polay's JACOBEAN spiral standard. Used in the smartest French shops. Made in all heights. Stands of this character will lend tone and class to your millinery displays. Made in our stock finishes.

COPYRIGHT 1913 BY
POLAY FIXTURE SERVICE
CHICAGO



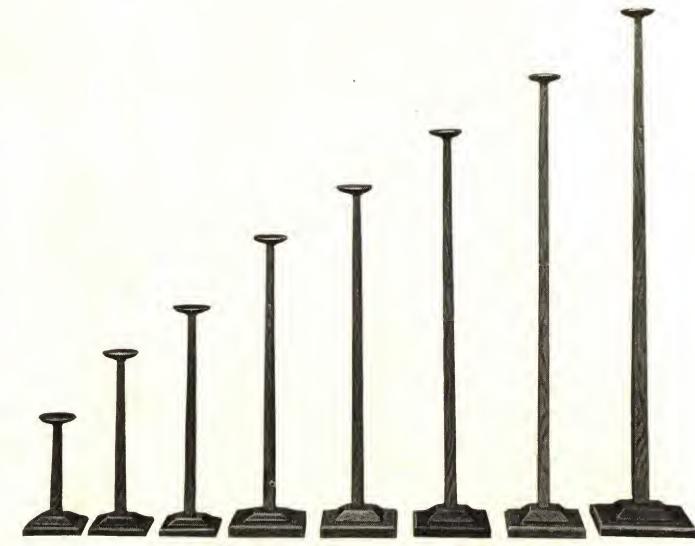
No. 806 Millinery Stands, Jacobean Period. Spiral standard. For fine shops. De Luxe fixture.

12 in. high, round base. Each....	\$ 2.00
18 in. high, round base. Each....	2.00
24 in. high, round base. Each....	2.50
30 in. high, round base. Each....	2.50
36 in. high, round base. Each....	3.00
42 in. high, round base. Each....	3.00
48 in. high, round base. Each....	3.50
54 in. high, round base. Each....	3.50
60 in. high, round base. Each....	4.00



No. 512
Description and Prices

22 inches high, 6 inch base.....	\$1.50
28 inches high, 6 inch base.....	1.75
34 inches high, 6 inch base.....	2.00
40 inches high, 7 inch base.....	2.25
46 inches high, 7 inch base.....	2.50
52 inches high, 7 inch base.....	2.75



No. 509
Description and Price

12 inches high, 6x6 base.....	\$1.00
18 inches high, 6x6 base.....	1.00
24 inches high, 6x6 base.....	1.00
30 inches high, 7x7 base.....	1.50
36 inches high, 7x7 base.....	1.50
42 inches high, 8x8 base.....	2.00
48 inches high, 8x8 base.....	2.00
54 inches high, 10x10 base.....	3.00



Description and price of the above set, in gold, silver or ivory finish.

No. 1202

1 Millinery Stand 18 inches high.	
2 Millinery Stand 24 inches high.	
1 Millinery Stand 30 inches high.	
1 Millinery Stand 42 inches high.	
1 French Leg Plateaux 12 inches high, 18x18 removable top, complete set. Price.....	\$20.00

MANY inquiries from milliners as to the necessary fixtures required for the ordinary sized windows have led us to produce several complete sets as shown on this page. The fixtures in each set are sufficient for the ordinary 6-ft., 8-ft. or 10-ft. sectional windows. One set to each window. To give the very desirable pyramid or graduated effect trim, the stands are in different heights. You get the benefit of our wide experience by ordering either of these sets. Description and prices underneath each.



Description and Price of the above Set.

No. 1201

1 Millinery Stand 24 inches high.
2 Millinery Stand 30 inches high.
3 Millinery Stand 42 inches high.
2 Millinery Stand 48 inches high.

Complete Set. Price..... \$12.00



No. 534 Ornamented Empire Base, Lily spray design, tapered Millinery Stands. 12 in. high, 5x5 base.. \$2.25
18 in. high, 6x6 base..... 2.50
24 in. high, 6x6 base..... 3.00
30 in. high, 6x6 base..... 3.00
36 in. high, 7x7 base..... 3.50
42 in. high, 7x7 base..... 3.50
48 in. high, 8x8 base..... 4.00
54 in. high, 8x8 base..... 4.50
No. 538 Adam design base—Ornamented, beaded standard.

Prices same as No. 534
Made in gold, silver and old ivory finishes.

Descriptions and prices of Set No. 1203:

2—No. 533 Adjustable Millinery Stands, 18 in. to 36 in., Each \$2.00.....	\$4.00
2—No. 533 Adjustable Millinery Stands, 24 in. to 48 in., Each \$2.25.....	4.50
2—No. 533 Adjustable Millinery Stands, 30 in. to 60 in., Each, \$2.50.....	5.00

Complete set of six stands, made in any oak or
birch finish, \$13.50.

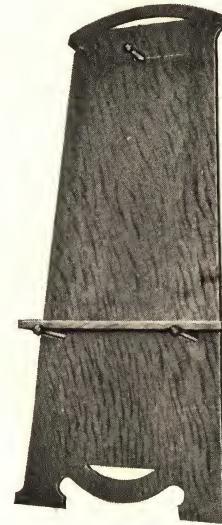
No. 532 Empire Base Millinery Stands, tapered standards. Our best seller. 12 in. high, 5x5 base.. \$1.25
18 in. high, 6x6 base..... 1.25
24 in. high, 6x6 base..... 1.50
30 in. high, 6x6 base..... 1.75
36 in. high, 7x7 base..... 2.00
42 in. high, 7x7 base..... 2.25
48 in. high, 8x8 base..... 2.50
54 in. high, 8x8 base..... 2.75
60 in. high, 8x8 base..... 3.00
Made in any oak or birch finishes.



No. 608 Clothing Easel, our newest model;
32 in. high, 12 in. top spread, 24 in.
bottom. Each..... \$3.50



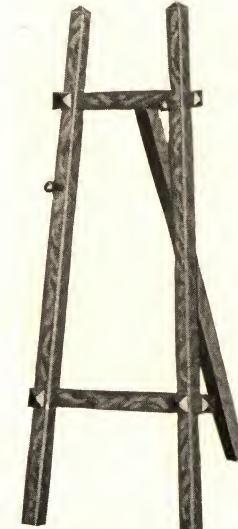
No. 403 Clothing Easel, for floor display;
38 in. high. Each..... \$4.00



No. 397 Clothing Easel, with slab for suit
drape; 60 in. high, 26 in. wide, for large
windows. Each..... \$8.00



No. 338 Clothing Easel, new model; 30 in.
high, for low trims. Each..... \$2.50



No. 337 Clothing Easel, heavy, massive,
42 in. high. Each..... \$3.50

FOR quick shipment we carry three stock finishes: Early English mission, fumed oak brown, and the black and white mission. Special finishes must have sample accompany order. Description and prices under each easel.

THIS plate shows Polay's latest novelty display vase, cane and umbrella holders and Polay's latest DeLuxe frame top pedestals. The vase will add charm and beauty to your window decorations. Order a few. The cane holder will hold from thirty-six to fifty canes or umbrellas. Made in all finishes (Stock finishes ready to ship). On top of cabinet or case these cane or umbrella display stands trimmed are mighty fine silent salesmen. The cut below will give you a good idea of the high class effects that can be secured by the use of Polay's frame top pedestals. Note description, etc., below.



No. 420 Cane Holder, pedestal style, holds 12 canes. (See cut at right hand upper corner for other trim using this new Cane Holder.) Price each..... \$2.50



No. 918 Cane or Umbrella Stand, 7 holes, each . . \$1.50



No. 920 Flower Vase, made of solid wood; 15 in. high. Very handsome effect for special displays, made to match your fixtures or woodwork. Each..... \$2.50



No. 910



No. 910

POLAY'S NEW "DE LUXE" FRAME TOP PEDESTALS

No. 910. Made with 14x24 inlaid slab
12 in. high, 14x24 top..... \$3.00
18 in. high, 14x24 top..... 3.50

A splendid fixture for trims requiring special treatment for color effect as the removable slab allows the insertion of plush or can be used without. The draping gives a massive frame effect as the illustration shows.

24 in. high, 14x24 top..... \$4.00
30 in. high, 14x24 top..... 4.50

No. 371 Cane Holder, for 5 canes. Fan effect. For counter, case and window display. Each..... \$1.50

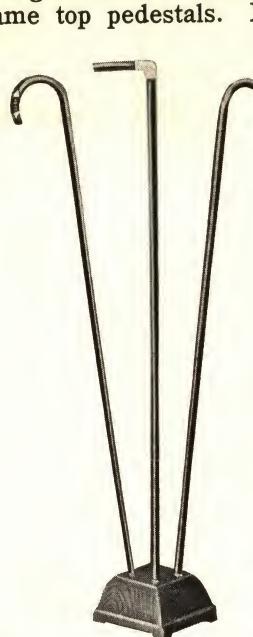


No. 916 Pyramid Base Single Cane Holder. Each..... \$0.50



No. 369 Cane Holder, single. Our leader. Made with set screw for canes or umbrellas. Each

\$0.50



No. 909 Cane Holder. Pyramid base style. A winner. Each.... \$1.00



No. 420 Cane Holder, Pedestal Style. Used for window display. Note the trim made with collar and neckwear display.



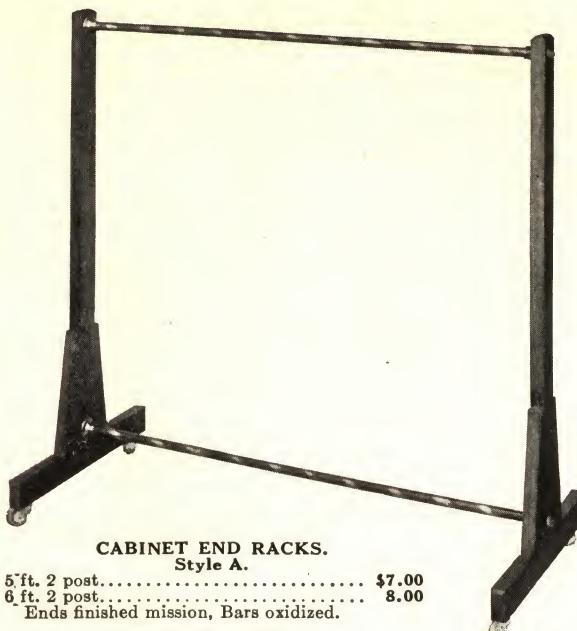
No. 364 Cane and Umbrella Holder. A world beater. Holds a complete stock of canes or umbrellas. A heavy massive fixture. Each....\$3.00

Cabinet End Display Racks

OUR line of Cabinet End Display Racks will solve your problem of stock keeping. We have fitted out several of the leading clothes shops of America with these racks and saved each much money that would have been spent for expensive built-in wall cabinets. Every garment can be plainly seen, easily taken down or put back and as these racks are portable you can move them around to best suit the spaces you have in your store. Our racks are substantially made, have all the newest features and will wear a life time. Strong as solid iron, though made partly of wood.

Made of the very best grade of Clear Oak Lumber, thoroughly seasoned and kiln dried. Dimensions of stock, $1\frac{1}{2} \times 3$ inches. Built by practical cabinet workmen, assuring a Real Cabinet End Rack; Steel Hanging Bars, Oxidized Copper finish, and Fitted with our Patent Rack Flange, Bolt Construction, see sectional view below, the only device that will hold a rack Absolutely Rigid.

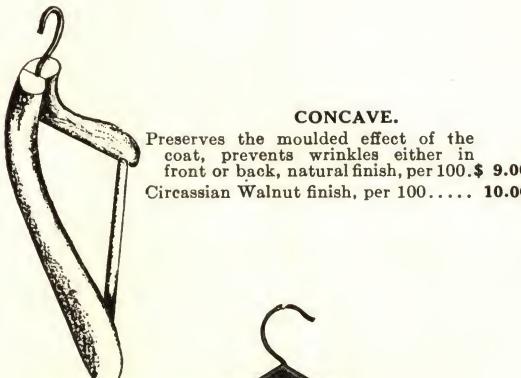
Here we show the five best hangers on the market. Some with bars across, some without. These are THE BEST HANGERS for the money made. Prices in quantities and descriptions underneath each.



CABINET END RACKS.
Style A.

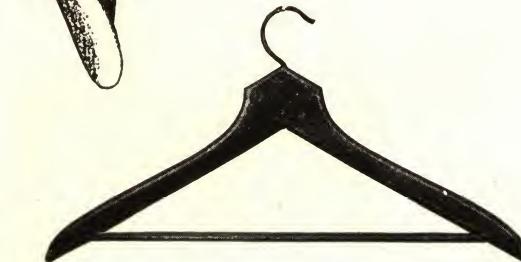
5 ft. 2 post.....	\$7.00
6 ft. 2 post.....	8.00
Ends finished mission, Bars oxidized.	

DOUBLE DECK.	
5 ft. long.....	\$ 9.00
6 ft. long.....	10.50

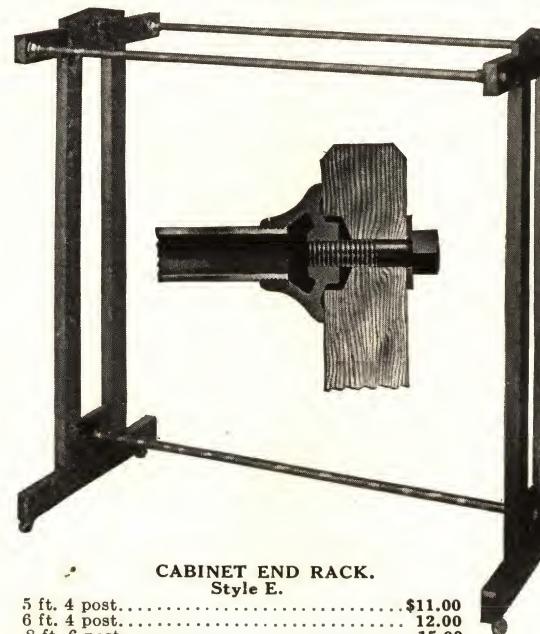


CONCAVE.

Preserves the moulded effect of the coat, prevents wrinkles either in front or back, natural finish, per 100. \$ 9.00
Circassian Walnut finish, per 100. 10.00



No. 20 Combination Suit Hanger, per 100..... \$5.00
No. 25 Same, without Trouser Bar, per 100..... 4.50



CABINET END RACK.
Style E.

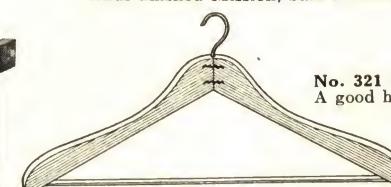
5 ft. 4 post.....	\$11.00
6 ft. 4 post.....	12.00
8 ft. 6 post.....	15.00
10 ft. 6 post.....	16.00
Ends finished mission. Bars oxidized.	



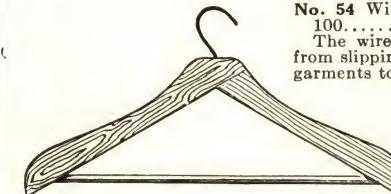
CABINET END RACK.
Style B.

5 ft. long.....	\$ 9.00
6 ft. long.....	10.00
8 ft. Center Standards.....	13.00
10 ft. Center Standards.....	14.00

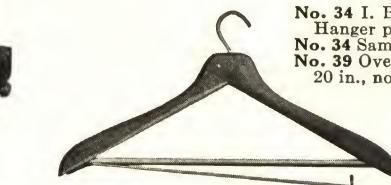
Ends finished Mission, bars oxidized.



No. 321 Suit Hanger, per 100.
A good hanger for the price. \$4.50



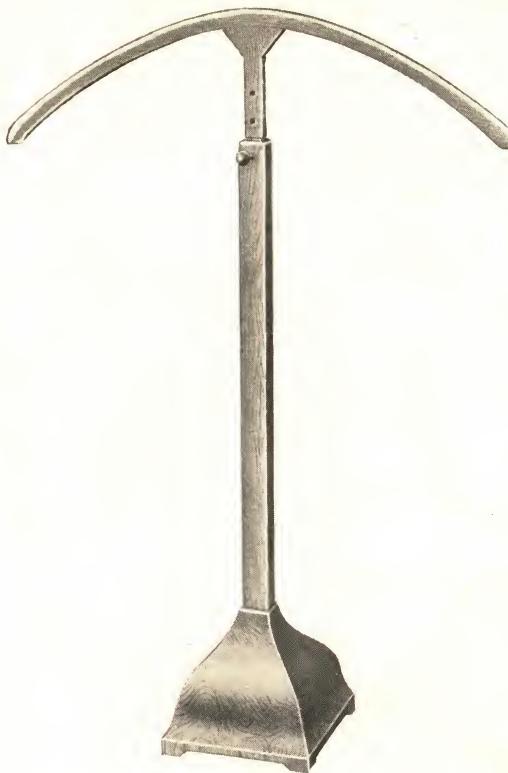
No. 54 Wire Attachment, per
100..... \$7.00
The wire catch holds the trousers from slipping from rod when showing garments to customer.



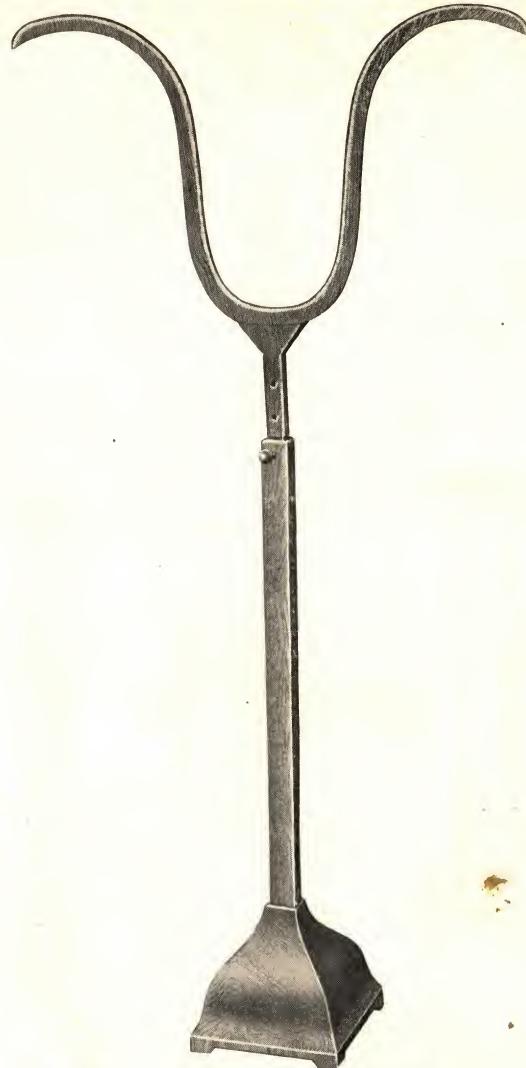
No. 34 I. B. Combination Suit
Hanger per 100..... \$6.00
No. 34 Same, no rod, per 100.. 5.50
No. 39 Overcoat or Large Suit,
20 in., no rod, per 100..... 6.00

One of the best high-class hangers made. The coat will not wrinkle across back.

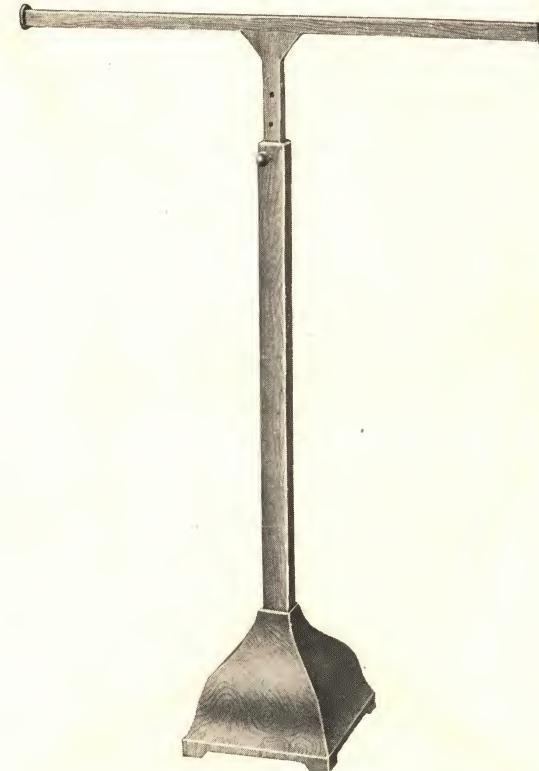
ON this plate we show Polay's latest and greatest achievement in the way of a wonderfully versatile stand for dry goods stores, cloak and suit stores and other shops that sell piece goods or either men's or women's garments. For such garments as evening gowns, dresses, cloaks, suits and gentlemen's garments, this new idea stand is simply great. Also for long, graceful, sweeping, high displays of woolens, silks, or other piece goods, this stand is particularly fine. Also for table cloths, or white goods, these high up stands are just the very thing that trimmers have wanted for years. Can be used on ledges, show cases, counter trims, etc. Three styles—slightly rounded tops, straight T-bar top and Polay's latest spread wing top. On the spread wing top stand evening gowns can be draped without showing any part of the stand. Every dry goods establishment and all cloak and suit shops need these necessary fixtures. Made in our three stock finishes. Prices under each stand.



No. 926 Modern Wood Displayer, pyramid base, for showing the modern styles of Evening gowns, blouses, lingerie, etc. Two heights. Adjustable 24 in. to 42 in.; 7 in. base. Each..... \$2.50
Adjustable 42 in. to 72 in.; 8 in. base. Each.... 3.00



No. 928 Spread Wing Displayer, pyramid base. Great Stand for the modern women's styles display; excellent for drapes with silks, woolens and high grade white goods. Adjustable 24 in. to 42 in.; 7 in. base. Each..... \$2.50
Adjustable 42 in. to 72 in.; 8 in. base. Each.... 3.00



No. 927 Adjustable pyramid base T-bar, massive stand bar; 22 in. top spread; two sizes. Adjustable 24 in. to 42 in.; 7 in. base. Each..... \$2.00
Adjustable 42 in. to 72 in.; 8 in. base. Each.... 2.50

Mr. POLAY and His Personal Service

What It Means to Retailers

THE wide experience and expert knowledge of the window trimming profession gained through years of practical work in this line has equipped Mr. D. A. POLAY for his life's work better than perhaps any other man in a similar line in America. Mr. POLAY has handled all lines of merchandise, under all conditions, in all kinds and sizes and spaces. He will assist merchants in preparing the proper plans for all windows. Simply send in a rough outline of your window plans, and he will know what to do the moment he sees your sketch. He will after careful study tell you just what fixtures your special windows require, how many of each size and style and will give you practical suggestions and ideas on high class trims, which will assist merchants in having high class window displays throughout the entire year.

Even if you have a capable trimmer in your present employ, Mr. POLAY'S suggestions will prove invaluable to him. Write us for any assistance or suggestions you may be in need of at any time.

Just a word about our finishes

To simplify matters regarding finishes, etc., we wish to say that we carry in stock three standard finishes, fumed oak, brown; black and white mission effect; and early English finish. If you wish to order by number, it will insure getting the exact finish you want. Mistakes are sometimes made by merchants describing the finish wanted, therefore we are numbering all the standard finishes used by the best stores. If you wish a certain finish to match your woodwork, send sample with your order and we will match it, or if you wish to see a sample of the finish before you order, state the number of finish and we will send you a sample.

No. 1 Fumed Oak, Brown.

No. 2 Early English Mission (a greenish oak).

No. 3 Black and White Mission (oak, white ground, silver filler).

No. 4 Golden Oak, Medium (neither light nor dark—medium color).

No. 5 Dark Golden Oak.

No. 6 Light Golden Oak.

No. 7 Natural color Oak.

No. 8 Birch wood (dark mahogany finish).

No. 9 Birch wood (medium mahogany finish).

No. 10 Birch wood (light mahogany finish).

No. 11 Birch wood (Cherry mahogany finish).

No. 12 Birch wood (natural finish).

No. 13 Old Gold (satin finish).

No. 14 Silver satin finish.

No. 15 Old Ivory finish.

No. 16 White Enamel.

TO GIVE you an idea of the class and character of the firms who use Polay Fixtures we append here a few names. Glance over them. Perhaps you may know many of them. Here are some of the finest stores in America. Concerns who are right up to the minute in everything. In competition with ALL OTHER FIXTURES—POLAY FIXTURES have won with these firms, who know the real class when they see it. As the old adage says—"You can judge a man by the company he keeps." Likewise we can apply the same axiom here. Judge a firm by the people who buy its merchandise. These concerns are among the best in the land. We can show you hundreds upon hundreds more just as good as these—prima facie evidence that POLAY FIXTURES are the real goods.

Selfridge's, London, Eng.	Golden Rule, St. Paul, Minn.	Frederick & Nelson, Seattle, Wash.	Mosenfelder & Kohn, Rock Island, Ill.
Strawbridge & Clothier, Philadelphia, Pa.	Bernheimer Brother & Co., Kansas City, Mo.	H. B. Glover Co., Dubuque, Iowa.	Moran's, Bradford, Pa.
Famous-Barr Co., St. Louis, Mo.	Albert Hoefeld, Chicago, Ill.	Griffith & Entzminger, Dayton, O.	Minas Department Store, Hammond, Ind.
Maurice L. Rothschild, Chicago, Ill., and St Paul, Minn.	Arnfelds, Pittsburgh, Pa.	Graves, Cox Co., Lexington, Ky.	Neustadt & Sons, Davenport, Iowa.
Burkhardt Brothers, Cincinnati, O.	Armstrong & McClenahan Co., Cedar Rapids, Iowa.	The Hub, Memphis, Tenn.	Newmark, The Hatter, Chicago, Ill.
Capper & Capper, All Stores.	The Bedford Shirt Co. Stores, Chicago, Ill.	Hennessey Co., Butte, Mont.	O'Brien Jobst Co., Peoria, Ill.
Denver Dry Goods Co., Denver, Colo.	Braman Clothing Co., Denver, Colo.	Hudson Bay Co., Stores Everywhere.	Palm Beach Clothes Shop, West Palm Beach, Fla.
A. Bishop & Co., Chicago, Ill.	B. R. Baker Co., Cleveland, O.	Harris & Frank, Los Angeles, Calif.	Rothschild & Sons, Kansas City, Mo.
Beachey & Lawlor, Chicago, Ill.	Copper City Commercial Co., Anaconda, Mont.	Phil. A. Halle, Memphis, Tenn.	Syndicate Clothing Co., Stores Everywhere.
Boggs & Buhl, Pittsburgh, Pa.	The Clothery, Butte, Mont.	R. J. Hurd & Co., Spokane, Wash.	Frank A. Stoll, Mobile, Ala.
Browning, King & Co., Chicago, Ill.	H. C. Capwell, Oakland, Calif.	Joslin Dry Goods Co., Denver, Colo.	Sorosis Shoe Co., Stores Everywhere.
Emporium World Millinery Co., Stores Everywhere.	L. S. Donaldson Co., Minneapolis, Minn.	Jacoby Brothers, Los Angeles, Calif.	John Taylor Dry Goods Co., Kansas City, Mo.
Roche & Roche, Louisville, Ky.	Daniels & Fisher Co., Denver, Colo.	Keith O'Brien Co., Salt Lake City, Utah.	Wolff Furnishing Goods Co., Kansas City, Mo.
Saks & Co., Washington, D. C.	Gano-Downs Co., Denver, Colo.	Kaufman's, Washington, D. C.	Young & Quinlan, Minneapolis, Minn.
Walkover Boot Shops, Stores Everywhere.	W. B. Davis Co., Cleveland, O.	Lundstrom Hat Works, San Francisco, Calif.	Truly Warner, Stores Everywhere.
Washington Shirt Co., Chicago, Ill.	Davidson Brothers Co., Sioux City, Iowa.	Levy Brothers, Louisville, Ky.	
	E. & W. Clothing House, All Stores.		

Remember—

**“The clever window
catches the nimble dollar”**

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The World's Finest
Window Display Fixtures

— · —
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FIXTURE SERVICE

CHICAGO ILLINOIS

The Clever Window Catches the Public Dollar.